

## South Adams Social Media Vision 2019-2020

South Adams Schools will use social media as a one-way communication tool to make announcements, promote activities, and to recognize the accomplishments of students and staff. Staff members may also use social media for professional growth.

### South Adams Staff Social Media Request

Employee Name:

Social Media Tool(s) Requesting to Use:

Purpose of school account:

Audience Targeted:

I have read the following guidelines, along with School Board Policy 7540, and agree to abide by all terms. I understand I must wait to create a school social media account until my request is approved.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### **Summary of Social Media Guidelines**

1. The superintendent/designee must approve each social media site, in advance, and be provided the address, login, and password once the account has been created. Employee must use their school email address to create the account once the request has been approved. No personal email accounts should be used to create a school social media account.
2. All school social media sites are the property of South Adams Schools and shall remain under the exclusive control of the school's administration. No staff member has any right or expectation of ownership, control, and/or privacy in any school social media site.
3. Whenever appropriate, content posted to school social media sites will also be available on the school's official website, and social media sites should contain links directing users back to the school's official website.
4. School social media sites are subject to Indiana public records laws. Content removed from the school social media sites must be retained, including the time, date, and identity of the poster (author).
5. A successful school social media site requires careful and consistent monitoring. The staff member designated to be responsible for the content and upkeep of the site should review the site daily when school is in session.
6. The ability for users or visitors to post photos or comment on a school social media site, such as on a FaceBook Wall, must be turned off.

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7. School social media sites should not “follow” or “friend” others and definitely are prohibited from following students or individual’s personal (non-educational) accounts. Exceptions must receive prior written approval from the superintendent/designee.
8. Permission should ordinarily be obtained from staff members and parents of students before displaying their voice, likeness, information, and student work via social media. If a student’s voice, likeness, or information is displayed, it shall be limited to directory information that the school has permission to display.
9. All content of school social media sites must be respectful and be a positive representation of South Adams Schools
10. Social Media sites cannot be a mandated part of the class curriculum. Students will not be allowed to access social media sites via the school’s network or student device.

List of approved “Friends” staff member will be following:

### South Adams Employee Social Media Access Approval

I, Superintendent of South Adams Schools, authorize employee \_\_\_\_\_, access to the following sites, per School Board Policy 7540. Access to these sites through the school’s network using a school device is intended for school related purposes only and the employee is expected to follow the school’s Social Media and Acceptable Use policies.

Site(s) unblocked:

Access Hours:

Superintendent Name: Mike Pettibone

Superintendent Signature: \_\_\_\_\_