

Work Instructions are periodically revised. For the most recent version, please visit <https://salkeiz.k12.or.us/about-us/qam/>.

1.0 SCOPE:

- 1.1 This work instruction provides instructions for creating, requesting and maintaining a school sanctioned social media account.
- 1.2 School sanctioned social media accounts are created with the permission of the school administration and/or district administration for the school, for school teams and clubs or programs.

2.0 INSTRUCTION:

- 2.1 Social media accounts for schools may be set up by schools (see more below for details) or by request to Bryan Andersen (andersen_bryan@salkeiz.k12.or.us) in the Office of Community Relations and Communications.

2.2 Guiding Principles for school sanctioned accounts:

- 2.2.1 The safety of students is crucial.
- 2.2.2 Maintaining a positive image of the school is important and accounts should be created with the goal of furthering communication regarding school-sponsored activities.
- 2.2.3 Accounts must be in compliance with the established policies and procedures of the district as well as local, state and federal laws (e.g., FERPA).
- 2.2.4 The school-sponsored social media account should not be the primary method of communicating to students or parents.
- 2.2.5 Students shall not be required to access school-sponsored social media accounts in order to get updates from instructors or participate classes or to participate in official school teams, clubs or programs.

2.3 Approval Process:

- 2.3.1 Social media accounts must be approved in advance by the school administrator (principal, assistant principal, or athletic director).
 - 2.3.1.1 Facebook, Twitter, Instagram and YouTube: The staff member submits a request to the school administrator. The school administrator approves or denies the request.
 - 2.3.1.2 Other social media accounts (Snapchat, Kik, TikTok, etc.): The staff member sends a written proposal to the principal. In the proposal, the staff member must articulate the educational need for the account as well as safety considerations.
 - 2.3.1.2.1 If the principal supports the need for the account, he/she sends the request to the Prevention and Protection Coordinator in Human Resources. District-level approval is required for these accounts.
- 2.3.2 Schools are requested to contact Community Relations and Communications when a new school sanctioned social media account is created. This information will be entered into a database listing all official school social media accounts.
- 2.3.3 Staff members will maintain a clear separation between their own personal social media accounts and the school sanctioned social media accounts.

- 2.3.4 Staff members shall provide parents/guardians information on how to opt out of having their child's photograph posted on the social media account. In addition, the staff member must ensure that the student does not have a photo restriction in place through Synergy.

2.4 Creating and Monitoring Accounts:

- 2.4.1 If approved, the staff member will have oversight and take the following actions when setting up the account and conducting the day-to-day monitoring.
- 2.4.1.1 Utilize available safety features when creating the account.
 - 2.4.1.2 Set the most stringent privacy settings that provides the needed level of access.
 - 2.4.1.3 Periodically review the safety features and privacy settings and make adjustments as needed.
 - 2.4.1.4 Disable any chat features such as Facebook Messenger.
 - 2.4.1.4.1 Staff may not private message any student.
 - 2.4.1.5 Immediately remove and report questionable or inappropriate postings and material.
 - 2.4.1.6 View accounts of individuals who "follow" the account and to immediately block posts that are outside the scope and purpose of the activity.
 - 2.4.1.7 Immediately report posts that are questionable or inappropriate to the appropriate individuals (the school administrator and/or law enforcement).
- 2.4.2 Only the Head Coach, Lead Advisor, and the school administrator shall have administrator rights to the account.
- 2.4.2.1 The school administrator may allow other employees or adult volunteers to have administrator rights under rare circumstances.
 - 2.4.2.2 Students may not have administrator rights to the account.
- 2.4.3 The school administrator will periodically monitor the content on the account.

2.5 Safety Considerations:

- 2.5.1 Staff are expected to carefully consider student safety when posting information. This might include posting a student's first name but not their last name. It is acceptable to retweet or repost an article that was posted by news media even though it might contain full names.
- 2.5.2 Staff members should focus on school and public events and avoid posting personal information about students. For example, it would be appropriate to post information about an upcoming game or match. It would not be appropriate to post personal information about players on the team such as their likes, dislikes, what they do on their free time and the names of their pets.
- 2.5.3 Photographs must be tasteful and appropriate.
- 2.5.4 GPS should be turned off on the phone or camera when taking photographs of functions that occur away from school. (GPS can be utilized by an individual to determine where a photo was taken and can create safety risks for students.)

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- 2.5.5 The staff member should not “tag” parents or students on posts as it links the school account to “tagged” individuals’ personal accounts.

3.0 Associated Documents:

- 3.1 HUM-A003, “Computer, Mobile Devices, Network, Email, and Social Media Accounts: Staff Use”
- 3.2 PAP-W006, “Maintaining Appropriate Staff/Student Boundaries”
- 3.3 HUM-W039, “Guide to Staff Student Interaction”
- 3.4 HUM-W050, “Staff Use of Electronic Communication Tool”
- 3.5 INS-A011, “Student Education Records and Information”

4.0 Revision History:

Date	Description
5/18/16	Approved by Cabinet
8/17/16	Changed indexing from HUM-W035
12/3/20	Minor updates throughout

5.0 APPROVAL AUTHORITY:

5.1 **Assistant Superintendent**

Approval on file
Signature

Date