

Del Mar Union School District | E 1114 Community Relations

District-Sponsored Social Media

The Del Mar Union School Board recognizes that staff members are using social media accounts to connect with students, parents, local community members, and the global community at large. To ensure that social media sites are created and maintained in accordance with BP and AR 1114(a), District-Sponsored Social Media, as well as BP and AR 4040, Employee Use of Technology, the following guidelines are established.

Guidelines for Staff Created Social Media

District, school, and classroom social media accounts must be district-sponsored if they post student, classroom, and/or school photos/activities or use school/district branding. They may only be used for the purpose of sharing information and photos¹ related to learning, teaching, and activities within the district.

Any staff member creating and/or maintaining such an account must provide the Director of Technology, as well as the school site administrator, with the social media website or, in the case of Twitter and Instagram, the handle (such as @Supt_DMUSD).

Accounts created must:

- Use the district email address (@dmusd.org) so as to be distinctly separate from a staff member's personal social media accounts.
- Identify as part of DMUSD. This can be done by one of the following methods:
 - Including a link to the district or your staff webpage
 - Adding DMUSD or #DMUSD in the profile information

Staff members are responsible for monitoring content regularly and may remove any post or comment based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of the district's policy, regulation, or content guidelines. Staff members who create and maintain a district social media account are responsible for regularly monitoring that site. Inappropriate posts should be removed immediately. Inappropriate posts include those that:

- Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.
- Are not related to the stated purpose of the site, including, but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment.

The district's photo permission form, signed by parents is only for district-sponsored social media. Staff may not post student photos on personal websites or social media sites, or in conjunction with any monetary endeavors.

Students' personal social media accounts should not be followed from district-sponsored accounts. Following parents is discouraged because their posts show up in your feed, and you don't know what types of images/content they may post. If students access your class account in class to create content, they could be exposed to improper content. Instead, follow other educators and classes to build connections.

Any links to websites on the account cannot link to monetizing sites, such as Teachers Pay Teachers or advertisements that would provide profit to the staff member.

To protect student privacy, students should never be identified by name in photos. If photo permissions are revoked by the family, any photos of that child will need to be immediately removed.

If guidelines are not followed, the district reserves the right to revoke permission for accounts. If this occurs, the staff member must immediately close the account.

Exhibit DEL MAR UNION SCHOOL DISTRICT