

Cassia County School District 151**District or School Operated Social Media**

The District recognizes the value in using social media tools to reach students, parents, and community members in an effective and efficient manner. This policy establishes guidelines for the use of District and/or school-operated social media sites. The policy does not apply to private student or parent organizations. Unless otherwise required by law or as set forth herein, the policy does not cover private social media accounts of employees unless the employee posts images, videos or photos of students in which case the employee must post a disclaimer identifying the account as private. This policy covers all social media and media platforms, social networks, blogs, photo sharing, online forums, and video sharing of the District and/or schools.

The best, most appropriate District/school use of social medial tools fall generally into three categories:

1. As a means of disseminating time-sensitive information as quickly as possible (example: school closure due to weather conditions);
2. To promote upcoming District/school events, such as concerts, plays, athletic competitions and other curricular and extracurricular events; and
3. To recognize outstanding achievement on the part of students and teachers, academic, music and athletics teams and their participants.

Each District/school that operates a social media site shall designate a staff member “Content Manager” who shall be responsible for the content and maintenance of the social media site(s). This person shall be identified as the responsible Content Manager in both social media and District/school websites and contact information shall be provided.

Social media sites shall be in compliance with all relevant District policies and state and federal rules and regulations, including without limitation, the Idaho Code of Ethics for Professional Educators, student and personnel acceptable Internet use policies, records retention policies, and applicable privacy and confidentiality policies adopted by the District or as provided by state or federal law, including FERPA (Family Educational Rights and Privacy Act). No confidential or proprietary information of the District shall be posted. No student records shall be posted.

Directory information regarding students may be posted on social media, which may include photos, student names, grade level, academic awards and information in relation to school-sponsored activities, organizations, and athletics. Any parent/student who has not opted out of providing directory information pursuant to District Policies 681F1 and 681F3 consents to the publishing of student directory information on social media, and such content shall not be a violation of applicable District policy or state or federal law.

Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the District/schools and students, parents, and members of the community, and of the District's right to remove information that does not comply with this policy. All District-sponsored social media sites shall include an acceptable use guideline, or hyperlink to such guideline, that follows this example:

Cassia County School District 151 has created this Facebook page to serve as an additional means to share news, provide information, and facilitate communications within our school district community. We thank all of the Facebook users who "like" our page and contribute to our online community. Messages posted to this Facebook page do not necessarily represent the views of Cassia County School District 151. Cassia County School District 151 reserves the right to remove comments and/or report users who post comments which, in the school district's sole discretion, bully, intimidate, or harass any individual; contain obscenity, nudity, or gratuitous violence; are commercial solicitations; are factually erroneous, libelous, or wildly off-topic; are from anonymous blog trolls; constitute incitement to violence or violation of law or District policy, or which constitute true threats; or that otherwise violate state law, school district policy, or the social media site's own policies.

The District's protocol is to accept comments made to Cassia County Joint School District social media platforms to encourage a respectful public-school related dialogue, except in circumstances where those comments:

1. Disrupt the educational process or compromise the safety of students or staff;
2. Violate the rights of others;
3. Invade the privacy of others;
4. Infringe on a copyright;
5. Are obscene, vulgar, indecent or profane;
6. Promote, foster or perpetuate discrimination on the basis of race, ethnicity, age, religion, gender, national origin, physical or mental disability or sexual orientation;
7. Include sexual content or links to sexual content;
8. Encourage illegal activity;
9. Constitute hazing, harassment, intimidation, bullying, or cyberbullying;
10. Defame or constitute potentially libelous comments;
11. Promote a campaign for political office (this does not apply to educational information or materials provided by the School District pertaining to School District ballot measures or related comments in response thereto);
12. Violate any policies of Cassia Joint School District 151

Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster when available.

The District or Content Manager reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

Employees who maintain private social media accounts and who post photos, video or images of students on such private social media accounts taken at non-public events shall be required to obtain written consent of the parent or eligible student (student over 18 years of age) prior to posting.



CROSS REFERENCES:

681	Student Records
681.50	Protection of Student Data
276	Access to Public Records
442	Code of Ethics for Certificated Employees
490	Employee Use of Electronic Communication and Social Media
277	Record Retention

LEGAL REFERENCES:

20 U.S.C. §1232g, *et seq.* (Family Educational Rights and Privacy Act (FERPA))
34 C.F.R. Part 99 (Implementing FERPA)
I.C. § 74-101, *et seq.* (Idaho Public Records Act)
I.C. § 33-133 (Idaho Student Data Accessibility, Transparency, and Accountability Act)
I.D.A.P.A. 08.02.02.076 (Code of Ethics for Idaho Professional Educators)
I.D.A.P.A. 08.02.02.077 (Definitions for Use with the Code of Ethics for Idaho Professional Educators)

ADOPTED: June 17, 2021

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