

File: KDC-1

HAVERHILL PUBLIC SCHOOLS' SOCIAL MEDIA POLICY

I. Purpose

This policy establishes guidelines for the creation and use by the Haverhill Public Schools, its schools, departments and/or employees of the Haverhill Public Schools' social media sites for Work Related Purposes (including but not limited to Facebook and Twitter) as a means of conveying Haverhill Public Schools' information to its citizens.

The intended purpose behind establishing Haverhill Public Schools' social media sites is to disseminate information from the Haverhill Public Schools, about the Haverhill Public Schools to its citizens.

The Haverhill Public Schools has an overriding interest and expectation in deciding what is "spoken" on behalf of the Haverhill Public Schools on its social media sites.

For purposes of this policy, "Social Media" is understood to be content created by individuals, using accessible, expandable and upgradable publishing technologies, through and on the Internet. Examples of Social Media include Facebook, Twitter, Google+, blogs, and LinkedIn. For purposes of this policy, "Content" includes comment, information, articles, pictures, videos or any other form of communicative content posted on Haverhill Public Schools' Social Media sites.

II. General Policy

A. The establishment and use by any Haverhill Public Schools' school, department or employee of Haverhill Public Schools' Social Media sites are subject to approval by the Superintendent or designees and the Technology Department. Haverhill Public Schools' Social Media sites shall be administered and monitored by individual department site administrators jointly approved by the principals, department supervisors/directors and the Superintendent or designee, with notification to the Haverhill Public Schools' Technology Department staff and the Superintendent or designee. Only individual schools, school-based clubs, and athletic groups will be considered for approval. Accounts representing an individual or classroom accounts will not be approved.

B. Haverhill Public Schools' Social media sites should make clear that they are maintained by the Haverhill Public Schools and that they follow the Haverhill Public Schools' Social Media Policy.

C. Wherever possible, Haverhill Public Schools' Social Media sites should link back to the official Haverhill Public Schools' website or department web pages for forms, documents, online services, and other information necessary to conduct business with the Haverhill Public Schools.

D. The Technology Department will occasionally monitor content on Haverhill Public Schools' Social Media sites to ensure adherence to the Haverhill Public Schools' Social Media Policy and the interests and goals of the Haverhill Public Schools.

E. The Haverhill Public Schools reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable laws, rules, regulations or policies. Any content removed based on this Social Media Policy should be retained by the site administrator who removed it for a reasonable period of time, as well as information about the time, date, and identity of the poster, when available.

F. This Social Media Policy must be displayed to users or made available by hyperlink at <http://wp.me/P3Xb2h-3VI>

G. The Haverhill Public Schools will approach the use of social media tools as consistently as possible, district wide.

H. The Haverhill Public Schools' website at www.haverhill-ps.org will remain the Haverhill Public Schools' primary and predominant Internet presence. Whenever possible, all public information and digital media should reside primarily on the appropriate Haverhill Public Schools website. It may be then linked and re-shared via social media outlets.

I. All Haverhill Public Schools' Social Media sites shall adhere to applicable federal, state and local laws, rules, regulations and policies.

J. Haverhill Public Schools' Social Media sites are subject to Massachusetts public records and record retention laws, rules, regulations and policies. Any content maintained in a Social Media format that is related to Haverhill Public Schools' business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. The department site administrator will maintain records in accordance with Massachusetts public records and record retention laws, rules, regulations and policies.

K. Comments or other content on topics or issues not related to Haverhill Public Schools' business or within the jurisdictional purview of the Haverhill Public Schools may be removed.

L. Employees representing the Haverhill Public Schools via Haverhill Public Schools' Social Media sites shall conduct themselves at all times as representatives of the Haverhill Public Schools in accordance with all Haverhill Public Schools' rules, regulations and policies.

M. A social media account will only be considered an official Haverhill Public Schools Approved Account if listed on the Haverhill Public Schools webpage at: <https://www.haverhill-ps.org/hps-approved-social-media-sites/>.

N. This Social Media Policy may be updated from time to time and amended at the discretion of the Haverhill School Committee and the Superintendent of Schools.

III. Content Policy

A. As a public entity, the Haverhill Public Schools should abide by certain standards, including those standards detailed below, to serve all its constituents in a civil and unbiased manner.

B. The intended purpose behind establishing Haverhill Public Schools' Social Media sites is to disseminate information from the Haverhill Public Schools, about the Haverhill Public Schools, to staff, students and their families and citizens of Haverhill.

C. Content perceived as containing any of the following, but not limited to, inappropriate forms of content shall not be permitted on Haverhill Public Schools' Social Media sites and is subject to removal and/or restriction by site administrators, the Superintendent of Schools, or their designees:

1. Content not related to the original topic or to the business of the Haverhill Public Schools, including random or unintelligible comments;
2. Profane, obscene, violent or pornographic content and/or language;
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, disability, sexual orientation, gender identity, genetic information, religion, age, family status, military status, or source of income.
4. Defamatory or personal attacks;
5. Threats to any person or organization;
6. Content in support of, or opposition to, any political campaigns or ballot measures;
7. Solicitation of commerce, including but not limited to, the advertising of any business or product for sale;
8. Conduct in violation of any federal, state, or local law, rule or regulation;
9. Encouragement of illegal activity;

10. Information that may tend to compromise the safety or security of the public or public systems;

11. Content that violates a legal ownership interest, such as, but not limited to a copyright, of any party; or

12. Any other content deemed inappropriate by the Haverhill Public Schools. D. Content regarding a student shall not be posted on any Haverhill Public Schools' Social Media Site unless there is a signed Haverhill Public Schools' Media Release on file at the student's school for the current school year that has been signed by the parent/guardian/caregiver of the student and/or by the eligible student authorizing the display, publishing, distribution or exhibition the student and/or their name, image, likeness, spoken words, student work, performance and movement, in any form on the Haverhill Public Schools' Social Media Site.

E. Content posted by a member of the public on any Haverhill Public Schools' Social Media site shall be the opinion of the commentator or poster only, and publication of content does not imply endorsement of, or agreement by, the Haverhill School Committee and/or Haverhill Public Schools, nor does such Content necessarily reflect the opinions or policies of the Haverhill School Committee and/or the Haverhill Public Schools.

F. The Haverhill Public Schools reserves the right to deny access to Haverhill Public Schools' Social Media sites to any person who violates the Haverhill Public Schools' Social Media Policy, at any time and without prior notice.

G. Site administrators shall monitor Haverhill Public Schools' Social Media sites for content requesting responses from the Haverhill Public Schools. Site administrators may direct such requests to the appropriate Haverhill Public Schools' administrator and/or department for response.

H. Site administrators shall monitor content posted on Haverhill Public Schools' Social Media sites for Content in violation of this Social Media Policy.

I. When a Haverhill Public Schools employee responds to a comment, in their capacity as a Haverhill Public Schools employee, the employee should do so in the name of the Haverhill Public Schools' school or department, and the employee shall not share personal information about themselves, or other Haverhill Public Schools' employees except as required for Haverhill Public Schools' business, and shall not share personal and/or student record information about Haverhill Public Schools' students in accordance with the requirements of federal and state student record laws and regulations.

J. Content posted to any Haverhill Public Schools' Social Media site must comply with that site's terms and conditions, and the Haverhill Public Schools reserves the right to report any violation of those terms to the site administrator so the site administrator may take appropriate and reasonable responsive action.