

8.15 BOARD OPERATED SOCIAL MEDIA

The Board authorizes the Superintendent to develop uniform social media webpages and profiles that will publicize and increase awareness about the District, its programs and activities, and the accomplishments of its students and staff. All such pages and profiles shall be in accordance with Policy 8.01 – Public Information Program.

The Superintendent shall designate the staff members and/or administrators who shall be responsible for the maintenance and monitoring of all social media accounts and webpages.

Any staff member or administrator responsible for maintaining and/or monitoring the District's social media presence may use District-owned technology to access and use social media webpages for such purposes when related to District business.

All social media use related to District business on the District's social media webpages and profiles shall be subject to the Ohio public records laws and the Board's records retention schedule.

While the Board's social media webpages may be interactive, they are not intended to serve as open public forums. Rather, the Board's social media webpages are limited public forums, dedicated to the purpose of informing the community about the activities of the District. In furtherance of this purpose, the Board directs the Superintendent, and designees, to regularly monitor posts on the Board's social media webpages for violations of the following viewpoint neutral content restrictions:

Posts on the Board's social media webpages shall not:

1. Incite, threaten or advocate violence;
2. Harass, demean or defame other people;
3. Use obscene, profane or vulgar language;
4. Advertise commercial products or services;
5. Contain nudity or obscenity, or be otherwise harmful to minors;
6. Interfere with the functionality of the social media webpage;
7. Violate Board Policy or Administrative Guidelines;
8. Violate State or Federal laws or regulations;
9. Engage in any form of legally prohibited discrimination;
10. Contain personally identifiable student information, with the exception of "directory information," as defined in District Board Policy;

11. Endorse actions endangering the health or safety of students;
12. Violate the intellectual property rights, privacy rights, or other rights of another person or entity;
13. Advocate, incite or produce imminent lawless or disruptive action.

The Superintendent, and/or any designated administrator or staff member, is authorized to remove posts which violate any of the above restrictions and may ban a social media platform user from making future posts if he or she has committed one or more violations of this Policy.

The Superintendent shall have the authority to develop any other such guidelines as may be required for the effective and appropriate use of all District social media webpages and profiles.

Adopted: 5/17/19