



COLLEGE PLACE PUBLIC SCHOOLS

Web and Social Media Guidelines

Purpose

This document defines the web/social media guidelines for College Place Public Schools. This document has been created to address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, District departments may consider using social media tools to reach a broader audience. The District encourages the use of social media to further the goals of the District and the missions of its departments, where appropriate.

The District has an overriding interest and expectation in deciding what is “spoken” on its behalf on social media sites. These guidelines establishes the acceptable use of web/social media.

What is Social Media?

Social media is defined as any form of online publication allows interactive communication, including, but not limited to, social networks, blogs, websites, Internet forums, and wikis. Examples of social media are Facebook, Twitter, Google Instagram, YouTube, Pinterest and Flickr, Snapchat, etc.

Web/Social Media Request Process

All District social media sites shall be (1) approved by PR/Marketing Director (2) published using District approved social networking platform and tools (3) administered by the contact or their designee. (4) must have the Director of PR & Marketing as an Admin on account. (5) must have account connected to Archive Social to comply with state public records law. (6) Failure to comply with any part of this process, or procedures will allow the district to shut down the social media channel.

If requesting a school or program based web or social media outlet for specific use. (i.e. ASB, clubs, athletics etc.) Please follow the steps below:

- 1- Fill out approval request form via PR/Marketing Department
- 2- Request forms are available at CPPS.org/Staff Forms
- 3- Request forms require District office approval and must adhere to District’s branding, and site configuration requirements.

Personal Use

All District employees who have personal social networking, Web 2.0 and social media sites, should remain personal in nature and be used to share personal opinions or non-work related information. District employees must never use their district email account or password in conjunction with a personal social networking, Web 2.0 or social media site.

The following guidance is for District employees who decide to have a personal social media,

Web 2.0 or social networking site or who decide to comment on posts about official District business:

- 1 - State your name and, if relevant, role, when discussing District business
- 2 -Use a disclaimer such as: “The postings on this site are my own and don’t reflect or represent the opinions of the District for which I work.”
- 3- Even with strict privacy settings, when posting online comments that are related to the District, staff should act as if all posts are in the public domain.
- 4- Do not access personal social media profiles from school computers, on school networks, or during work hours.
- 5- It is unacceptable to converse with students outside of school except for authorized educational purposes. Staff should always adhere to the standards outlined in Policy 5253 Maintaining Professional Staff/Student Boundaries and its procedures.
- 6 - Use of CPPS graphics, logos, photos or District/school/student content **should not** be used on personal sites.

Professional Use

All official District-related communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in accordance with the District’s communications policy, practices and expectations.

District employees should be mindful that inappropriate usage of official District social media, Web 2.0 and social networking sites can be grounds for disciplinary action. If social media, Web 2.0 and social networking sites are used for official District business, the entire District site, regardless of any personal views, is subject to best practices guidelines, and standards. Only individuals authorized by the District may publish content to a District website or social media profile.

Oversight and Enforcement

Employees representing the District through social media outlets or participating in social media features on District websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in District social media sites, blogs, or other social media features.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

District employees recognize that the content and messages they post on social media websites are public and may be cited as official District statements. Social media should not be used to circumvent other District communication policies, including news media policy requirements.

District employees may not publish information on District social media sites that includes:

- Confidential information about students or staff
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

Records Retention & Public Records Law

Social media sites contain communications sent to or received by the District and its employees, and such communications are therefore public records subject to Washington State Public Records Act (RCW 42.56)

Retention requirements apply regardless of the form of the record (ex., digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. **Any school or District related social media account must be connected to Archive Social through CPPS IT Department for this purpose.**

_____ I have read and accept the responsibility of the Web and Social Media Guidelines.

NAME

DATE