

# Request to Administer an Authorized Parent/Community Social Media Site Associated with the Kelso School District

Thank you for your interest in maintaining an Authorized Professional Social Media site for your parent/community group. Social media is a great avenue for communication with stakeholders. The Kelso School District is committed to ensuring that all parents, staff and students who utilize social media technology for purposes associated with the district, do so in a safe and responsible manner. These social media guidelines provide guidance regarding recommended practices for professional social communication by parent and/or community groups who want to be officially associated with the Kelso School District. The district recognizes that there are certain risks associated with operating a social media site for a parent or community group and the guidelines listed below are in line with district practices and will help ensure that your site runs smoothly.

Authorized Parent/Community Social Media is defined as a social media activity that is operated by a recognized parent or community group that is associated with the school district (e.g. PTO, band boosters, Kelso Schools Foundation, etc.) and who have agreed to follow the guidelines outlined in this document.

Site Administrator is hereby defined as the parent/community group member who has agreed to maintain an Authorized Parent/Community Social Media Site.

These Guidelines apply to all Kelso parent/community groups who want to be officially endorsed by the Kelso School District. The District will take steps to ensure that all District parent/community groups are informed of these guidelines. Being recognized by the district allows your site to be listed on our website and Facebook page and advertised in newsletters and other district publications.

## Guidelines:

1. All Authorized Parent/Community Social Media Sites are requested to adhere to all the policies and procedures of the Kelso School District and all applicable federal and state laws and must have prior approval by the building principal (if school specific) or Superintendent's designee (if non-school specific).
2. All Authorized Parent/Community Social Media sites should be maintained by two individuals who are both currently members of the parent/community group and should not be from the same family.
3. Privacy and notification settings should be used (if available) to filter objectionable language and material and to notify you if comments are posted to your site.
4. When setting up the site only those who have met the requirements of this agreement will be allowed to state that they are authorized by the Kelso School District.
5. All postings on the Authorized Parent/Community Social Media Sites must be directly related to the mission and/or business of the parent/community group. The site may contain advertising as long as it does not promote products or activities that are detrimental or illegal for children to participate in (example alcohol or tobacco advertising) as long as the advertising revenue is used for fundraising purposes for the organization.

6. Site administrators agree to not post any identifiable student information on Authorized Parent/Community Social Media sites including student photographs, without the consent of the student's parent or guardians and agree to immediately remove any such material posted by others in a timely fashion.
7. Site administrators agree that they are responsible for monitoring their Authorized Parent/Community Social Media Sites. This includes monitoring the site on a regular basis and removing objectionable content. Site administrators are also required to notify district officials and proper authorities (if applicable) if they become aware of questionable communications or behavior on their site Authorized Parent/Community Social Media Sites. Mandatory reporting laws regarding child abuse must be followed if applicable.
8. Site administrators should not use private messaging capabilities of the Authorized Parent/Community Social Media Sites to have communications with students. If the site administrator is privately messaged by a student answer the question in the public page.
9. Kelso School District administrators reserve the right to provide feedback regarding Authorized Parent/Community Social Media Sites that do not adhere to District policy, the law or that do not reasonable align with these guidelines. Continued failure to comply with the guidelines outlined in this document could result in the site no longer being recognized by the district as an Authorized Parent/Community Social Media Site.
10. Existing sites should be renewed each school year no later than October 30<sup>th</sup>.

I hereby agree to serve as Site Administrator of an Authorized Parent/Community Social Media Site for the Kelso School District. I have read and understand the guidelines above and agree to follow them. I understand that failure to follow the above guidelines may result in authorization being revoked by the district.

Primary Site Administrator Name \_\_\_\_\_

School/department/activity \_\_\_\_\_

Purpose of the Authorized Parent Community Social Media Site \_\_\_\_\_

Type of Site (i.e. Facebook, Twitter) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name of secondary Site Administrator \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name of Administrator or Designee Approving \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Copies: Applicants, School or department and Superintendent's Office