

**File: INJDC**

## **SOCIAL MEDIA AFFILIATES**

It is administration's responsibility to communicate this policy to managers of Official and Affiliate social media sites on at least an annual basis

### **Official Sites**

Principals, directors and administrators of Sharon Public Schools (SPS) organizations may establish social media accounts/sites representing schools or organizations with the agreement of the Superintendent or his/her designee. Such "official" sites/accounts must conform to the following criteria.

#### *Posting*

- All posting should follow SPS School Committee Policies including INJDB and/or JICJB.
- Handles (usernames) belonging to students/parents should never be included in a post.
- Pictures from **public** events may be used. All posting of SPS student images must adhere to current district policies including those preventing posting where parents/guardians have restricted such publication.
- All posting should be focused on the activities of the Sharon Schools, and should avoid political, religious or other ideological content that is unrelated to the specific course content or purpose of a specific group.
- Posts must adhere to the Sharon Schools' commitment to our anti-discrimination policy; "Sharon Public Schools does not discriminate on the basis of age, color, disability, gender identity, homelessness, national origin, race, religion, sex or sexual orientation."

#### *Following*

- Accounts belonging to students/parents should never be "followed" by an official SPS site.
- Accounts that may be "followed" should be school-related and provide additional information to students and families, or break any copyright laws.

#### *Retweeting or Reposting*

- Posts made by identifiable students/parents should never be "retweeted" or reposted.
- Posts made by other organizations may be "retweeted" IF the post is educational in nature or related to a sanctioned contest/event in which the school is involved.
- Posts that incur non-school related solicitations, or violate any school committee policies should not be retweeted or reposted.

### **Affiliate Sites**

Individuals or groups (e.g. a club, a sports team, a course, or a subset of SPS students or teachers) who wish to create a social media account (including Twitter, Facebook, Instagram, etc.) that will be associated with SPS in any way, must agree to district guidelines before that account is set up. No person or group may use the town of Sharon/Sharon Schools logo or make any statements that they represent the Sharon Schools in any way without the express written permission of the Superintendent of Schools or his/her designee. Affiliate leaders should make their membership aware of this policy at least on a yearly basis.

The process for application begins with the organization leader informing the building principal (for accounts associated with just one school) or the Superintendent (for accounts associated with the district) of the intent to create a social media account affiliated with SPS. The Superintendent or principal will review the application, ensure the guidelines are understood by the organization leader, sign the application, and then file it in the Superintendent's Office. The account will then be publicized as "registered" on the school and/or district website.

### **Approved practices for the use of social media by affiliated organizations or individuals:**

#### *Posting*

- All posting should follow SPS School Committee Policies including INJDB and/or JICJB.
- Handles belonging to students/parents should never be included in a post.
- Pictures from **public** events may be used. No images of students in school or on school property (including buses) may be used without the express permission of the student and his/her parent.
- All posting should be focused on the activities of the Sharon Schools, and should avoid political, religious or other ideological content that is unrelated to the specific course content or purpose of a specific group.
- Posts must adhere to the Sharon Schools' commitment to our anti-discrimination policy; "Sharon Public Schools does not discriminate on the basis of age, color, disability, gender identity, homelessness, national origin, race, religion, sex or sexual orientation."
- A disclaimer must be made wherever possible that the views of the affiliated organization do not necessarily represent those of the Sharon Public Schools.
- Affiliates should not rely on social media alone so as not to exclude any group members.

#### *Following*

- Accounts belonging to **any** students/parents should never be "followed" by an SPS affiliate.
- Accounts that may be "followed" should be school-related, or break any copyright laws (credit given to prior posting).

#### *Retweeting or Reposting*

- Posts made by identifiable students/parents should never be "re-tweeted." In this case, write your own post and give credit to the students/parents who shared the information.
- Posts made by other organizations may be "re-tweeted" IF the post is educational in nature or related to a sanctioned contest/event in which the school is involved.
- Posts that incur non-school related solicitations, or violate any school committee policies should not be retweeted or reposted.

### **When affiliate social media "administrators" change, new users will need to sign off on this policy.**

Because the use of social media tools such as Twitter evolve at a rapid pace, it is understood that allowable practices must be reviewed on a regular basis. As such, the expectations above are not intended to stifle the capabilities of this specific communication forum. Rather, the current guidelines are intended to create consistent use patterns across the district, as well as to protect all interested users.

**INJDC-E (Exhibit)**

**Sharon Public Schools Guidelines for Affiliated Organization Social Media Use**

By signing below, the leader of the organization requesting to be affiliated with the Sharon Public Schools agrees to follow all of the regulations listed on page one of the guidelines and in School Committee Policy INJDB/JICJB, and to work hard to ensure that other members of the organization follow suit. Affiliate leaders should make their membership aware of this policy at least on a yearly basis.

Organization \_\_\_\_\_

Leader \_\_\_\_\_

Date \_\_\_\_\_

Affiliation:   Ⓒ   School \_\_\_\_\_   Ⓒ   District

Account Host(s) \_\_\_\_\_

Account Name(s) (handle)  
\_\_\_\_\_

Signature of leader \_\_\_\_\_

Signature of Parent or Teacher Sponsor \_\_\_\_\_

**Approval**

Principal \_\_\_\_\_

Superintendent/Designee \_\_\_\_\_

Date \_\_\_\_\_