
District Websites and Social Media

I. General Conditions

Policy 4030 and this procedure govern creation and use of Woodland School District websites and social media sites or accounts (e.g., Facebook, Twitter, Instagram, Snapchat, YouTube, etc.) allowing staff, students, and/or members of the public to post material onto sites created and maintained by the District. This policy and procedure apply to members of the public accessing such sites, and any violation of these requirements will result in removal of prohibited content and/or denial of access privileges for violators. Members of the public may post content on such District-maintained sites, provided that any such content complies with the requirements of this procedure generally regarding the use and placement of content on such sites.

Social media is not intended to be used for policy decisions of the District or items of legal or fiscal significance that have not been previously released to the public. Likewise, posting content via social media does not constitute giving official notice to the District, and all such notices or related inquiries should be directed to the appropriate department within the District.

This procedure will be posted for viewing on the District website. To the extent feasible, it will also be posted on District social media sites.

II. Approval of District Websites

The superintendent or designee must authorize creation of any District-, department-, and employee-level websites. The communications manager will monitor such sites for compliance with District policies and procedures. The superintendent's office or designee will maintain all login credentials for District websites. Students will be allowed to post content to District websites, such as for purposes of class projects or school newspapers, only after review by appropriate staff members.

III. Approval of District Social Media Sites

The superintendent or designee must authorize creation of any District, department-level, or other "official" social media site of the District. An "official" District social media site is one that involves a page operated by a District employee (or a District student under supervision of an employee) that: (1) provides information related to the District accessible to members of the public; (2) uses District electronic resources; and (3) has been formally approved by the superintendent or designee. Once approved, such sites will be operated, maintained, and monitored by the superintendent's office or a person designated by the superintendent. District official Facebook pages must be built as "business" pages.

Any social media accounts used by individual departments or staff members for District-related communication must be approved by the superintendent or designee in advance. Staff will promptly register all usernames and passwords for such social media accounts (including any changes to those credentials) with the superintendent's office.

Staff members may post and receive related comments on posts via District social media sites. Community members are not allowed to make initial posts on such sites. Any page or account

settings for District social media sites that allow others to make initial posts, like an open posting “wall” for comments, must be turned off, if possible. Students and community members are not allowed to develop or maintain official social media sites pertaining to the District.

IV. Staff Use of Social Media

Staff members will adhere to applicable District policies and procedures, including those in Procedure 2022P, whenever using either District computers or networks to access social media sites generally or conducting job-related (and therefore public) activity on social media sites. All staff will adhere to the District’s acceptable-use policy for electronic resources whenever using District computers or networks to access third-party social media sites, regardless of the purpose of their access. Staff members will comply with applicable terms of service of any social networking platform. Staff members posting content on District social media sites or for job-related purposes will follow federal copyright law and District Policy 2025 on use of copyrighted materials.

Those staff members participating in social media for professional purposes will use the same considerations applicable to communicating with others face-to-face in a professional setting. Staff members will respect the purposes and conventions of the online community in which they participate. Under Washington law, District certificated employees are responsible for their professional code of conduct obligations when acting within their professional capacity.

This procedure does not govern personal use of social media or websites by staff members for purposes not within the scope of employment and without using District resources. However, staff members who maintain private, personal Facebook or other social media accounts should not use such sites to communicate with students or parents to discuss school-related issues or otherwise discuss District business, because such communications may be deemed public records and educational records that the District has a duty to retain. In addition, due to possible appearances of impropriety, use of private social media accounts or other electronic communications with currently enrolled students must comply with policy/procedure 5253 governing proper staff-student boundaries.

V. Standards for Removal of Posted Material

District electronic resources that allow members of the public to post material on District-established websites, including social media sites, are not intended to create a public forum for the exercise of First Amendment rights. Instead, they are intended to create a government-sponsored limited forum to facilitate and support the District’s educational mission for K-12 students. The District will remove posted materials that fail to comply with the requirements of Policy 4030 and this procedure generally and the following rules:

- A. All content must be directly and materially relevant to the District-sponsored content that invites public comment or responses.
- B. Content may only use language, style, and tone generally acceptable for publications intended to reach school-aged children and families and that is consistent with District’s educational mission generally, including the goals of teaching civility, respect, and reasoned dialogue. Content that is false, harassing,

threatening, abusive, vulgar, indecent, obscene, defamatory, libelous, or harmful to minors in any way; involves misrepresentations or personal attacks; promotes illegal activity; violates the legal ownership interests of another party (e.g., copyright violations); or demeans or disparages an individual or group of individuals is prohibited.

- C. Persons may not make allegations or disclose personal information regarding students for whom they are not a parent.
- D. Content may not include advertising, promotion of commercial services or products, solicitation of funds for any purpose, statements in support or opposition to political candidates or ballot propositions, or content encouraging grassroots lobbying of elected officials on any issue. Posting links to websites or other electronic content, unless inherent in the social network involved, is prohibited.
- E. The District will not remove otherwise permissible content based solely on the viewpoint expressed.

The District does not express approval or support for the views expressed by third parties on District social media sites. The District may, in its discretion, respond to posted materials when doing so may facilitate or support its educational mission. Any response or lack of response should not be interpreted as an expression of approval or support. Individuals who desire a response to a complaint regarding the District's personnel or programs should follow the complaint process in Procedure 4220P.

VI. Removal of Posted Materials; Denial of Access; Review Procedure

District social media sites will be routinely monitored. The District may remove posted content from District websites, including social media sites, for violation of Policy 4030, this procedure, or other District policies or law at any time. The District may also deny repeat violators posting and/or viewing privileges.

Prior to removing a post, a copy of the relevant portion of the site will be made and stored. Questions regarding whether material violates this procedure will be referred to the district communications manager. Staff members will cite the specific procedure language applicable when removing a post and retain it along with the copy of the removed content. Any action to ban a repeat violator from posting on a site must be approved in advance by the Superintendent.

A person who desires to appeal a District action removing a posting or denying access privileges may file a complaint with District pursuant to Procedure 4220P.

VII. Public Records Act and Archiving

Any content posted to District-created or -owned websites, including social media sites, may be subject to public disclosure under the Washington Public Records Act, Chapter 42.56 RCW. The District will post, where feasible, notice on its social media sites alerting users that all content related to District business on the site is a public record, and is therefore subject to applicable retention and disclosure requirements.

All official District website and social media content will be routinely monitored and appropriately archived in compliance with the applicable state retention schedule(s) and in a format that preserves the integrity of the original record and remains accessible. This requirement applies to third-party hosted and internal social media tools that District chooses to utilize. This also includes social media tools that are hosted on District servers or networks that are not accessible by the public.

District social media content will not remain on a publicly available page for longer than one calendar month. For example, on March 1, staff members will remove all posts older than February 1.

VIII. Disciplinary Action

Violations of Policy 4030, this procedure, or applicable laws by District employees will be cause for disciplinary action, up to and including termination of employment and subject to the terms of any applicable collective bargaining agreement. Violations by District students will be cause for discipline, including suspension or expulsion from school, consistent with policies/procedures 3240 and 3241, as well as state law and regulations. Violations by employees or students may also result in suspension or revocation of network- and computer-access privileges.

IX. Student Privacy

Staff members will comply with policy/procedure 3231 when posting information to District websites, including social media sites, that may identify students, including images, videos, and text. District websites and social media sites may include “directory information,” as defined in Procedure 3231P, regarding students who have not opted out of sharing such directory information.

The District may post videos showing students on websites, including social media sites, for informational purposes under the following circumstances. When students are depicted at events open to the public (e.g., sporting events, band or choir concerts, debate competitions, and graduation ceremonies), videos may be posted without obtaining a release form. Prior to posting videos showing students at events not open to the public (e.g., during class), the District will first obtain a release form signed by the parents or guardians of each student depicted (or by each adult student age 18 or older).

The District will obtain a release signed by a student’s parents or guardians (or by the adult student) prior to posting on websites, including social media sites, any student’s name, voice, signature, photograph, or likeness for purposes of advertising products, merchandise, goods, or services, or for purposes of fund-raising or solicitation of donations—regardless of whether the purpose is for-profit or not-for-profit.