



Social Media Guidelines

Establishing a District-Related Presence

For the purposes of this document, social media refers to an online presence that initiates interactions between school district entities and the community. These interactions include creating, sharing, exchanging and commenting content. All social networking sites and administrators who use a social networking service as a representative of District 742 (i.e. school, department, program, etc.) must agree to abide by the following policies and procedures. Personal accounts must not be used for District programs. Separate accounts must be created for these. Know that even personal communication by District employees reflects the District.

1. No social media account should in any way hinder the mission of District 742, which is to create a safe and caring climate and culture in which we prepare, engage, educate, empower and inspire all learners in partnership with their surrounding community to be successful in today's and tomorrow's society. Additionally, it must abide by District policies and guidelines at all times
2. Before beginning a social networking account, the [Social Media Request form](#) must be completed and submitted. The request will then be forwarded to the administrator or director of that school, program, or department for approval.
3. The Department of Community Engagement and Communications must be given full administrative access to each account.
 - a. For Facebook- facebook742@apps.isd742.org must be indicated as an Administrator with a Manager role.
 - b. For other social media accounts- Passwords and names should be registered in a central location with Community Engagement and Communications.
4. There should be at least two site administrators (preferably more) for each account, to allow rapid response and continuous monitoring of the site. Site administrators should be 18 years of age or older. Any administrator must be an employee of District 742.
 - a. Primary administrators are those who are ultimately responsible for the site. One must be identified for each site in question.
 - b. Secondary administrators are those who the primary administrator has given administrative access.
5. District 742 schools, programs, and departments must be clearly identified in the username and site title. Community Engagement and Communications can provide guidance in naming conventions once the Social Media Request form is submitted
6. Parent, student and community groups that are not District entities, but are closely associated with the District such as booster clubs, PTAs, etc., are expected to follow the guidelines laid out in this document. These groups should not use the school or district logo as a profile or thumbnail photograph. Additionally, these groups should disclose that the



social media presence is not created by or managed by the district. Suggested language is as follows: “This Facebook page is created by and managed by parents of the Tech Hockey Team.”

7. Each site should be updated regularly (See the recommendations below)
 - a. Facebook- 0 to 500 likes- minimum of 3 times a week, more than 500 likes- everyday
 - b. Twitter- 2 to 3 times daily
 - c. Other Social Media sites- minimum of once a week
8. Abide by copyright, fair use, and IRS financial disclosure regulations.
9. Do not divulge confidential information about others. Nothing posted on the Internet is private.
10. Do not post photos or videos of students without the approval of the parent/guardian- See the Photo Release Form in the student’s file.
11. Branding of your site includes what you name it, any link alias, and the image you use to represent the site.
 - a. The District Branding Guidelines must be followed when using the District logo
 - b. Images must be formatted and uploaded so it displays correctly on the site’s thumbnail version. Due to a frequent change in dimension requirements, please contact Community Engagement and Communications for the most up to date information.
12. All social media sites will be reviewed annually by the Community Engagement and Communications department to ensure adherence to these guidelines and determine renewal of the social media site.
13. Each social media site should communicate our expectations and guidelines for acceptable usage to the public. The below disclaimer should be present on your social media site.

Purpose of Social Media

Social networking sites are a way to stay connected with our community by getting important and relevant information out that is meaningful and timely. These sites should promote activities, programs, projects and events with District 742.

In addition to being informational, social media sites can create an effective way to engage with the community. We encourage the community to communicate through social media as a means to share experiences and stay connected. Any communication viewed as inappropriate or offensive is subject to removal without notice. This communication includes, but is not limited to



- *Commercial solicitations*
- *Factually erroneous/libelous information*
- *Vulgarity or obscenity*
- *Personal attacks of any kind*
- *Political support or opposition to any candidate or political measure*
- *Offensive comments that target or disparage any group/person*
- *Violations of district policy*
- *Discussions not related to the district*

Individuals that violate these guidelines may be blocked from all social media sites related to St. Cloud Area School District 742. Additionally, any communication submitted on these sites and its list of fans/followers/etc. are public records that are subject to disclosure and retention pursuant to Minnesota law. The District's social media presence will adhere to the social media guidelines of District 742's Administrative Procedures 106. These guidelines are used in conjunction with and adherence to the Technology and Networked Information Resources Acceptable Use policies.