

Concord School District Policy #436
School District Social Media Websites

The School Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official District social media platform shall be to further the District's vision and mission, support student learning and staff professional development and enhance communication with students, parents/guardians, staff and community members. As such, the Superintendent is authorized to establish social media websites and platforms in furtherance of the District's values, goals and mission.

Establishment of regulations

The Superintendent or designee will establish administrative regulation, guidelines and protocols for official District social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy and regulation.

Limitation of public comments

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

Official District social media platforms may not contain content that is obscene, libelous or so incites students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules or substantial disruption of the school's orderly operation.

Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and administrative regulations.

Privacy

The Superintendent or designee will ensure that the privacy rights of students, parents/guardians, staff, Board members and other individuals are protected on official District social media platforms.

In its operation of any District social media website, the District will not require, compel or request that any student provide his/her personal or private social media account information.

Students, parents, staff and members of the public are hereby given notice that the District reserves the right to and will monitor all District social media websites. As such, there is no expectation of privacy for information posted on, sent to or received by the District's social media websites.

Definitions

“Social media” means any online platform for collaboration, interaction and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn or blogs.

“Official District social media platform” is a site authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the District or comments on District operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student’s or employee’s personal site, are not considered official District social media platforms.

Guidelines for content

The Superintendent or designee shall ensure that official District social media platforms provide current information regarding District programs, activities and operations, consistent with the goals and purposes of this policy and regulation. Official District social media platforms shall contain content that is appropriate for all audiences.

The Superintendent or designee shall ensure that official District social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site’s purpose or violation of the District’s policy, regulation or content guidelines.

Copyright

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on official District social media platforms.

Legal References:

[RSA 189:70, Educational Institution Policies on Social Media](#)

Adopted August 6, 2018

Corresponds to NHSBA Policy KD