



SECTION: 811.1

TITLE: Social Media: Communications with Students

NESHAMINY SCHOOL

New Policy - 6/20/14

DISTRICT

1	POLICY	It is the policy so the School Board to ensure that students are protected from	1
2		inappropriate content and communications and to ensure that records of	2
3		communications between students and staff can be accessed and preserved	3
4		when required by law. To fulfill these goals, the School Board adopts the	4
5		following rules.	5
6			6
7		<u>Social Media Connected to School District Publications and School District</u>	7
8		<u>Courses or Instruction.</u> It is the policy of the School District that the	8
9		teacher(s)/ Advisor(s) may incorporate the use and teaching of Social Media	9
10		and how such tools relate to the publication of school publications or	10
11		instruction in the classroom provided the following term, conditions, and	11
12		limitations are followed:	12
13		a. Unless the context clearly indicates otherwise, the term "Social Media"	13
14		when capitalized herein shall mean any Internet service that is	14
15		encompassed within the concept of social media, including by way of	15
16		example and not limitation, Facebook, Twitter, Tumblr, blogs,	16
17		Pinterest, and Google.	17
18		b. Any Social Media that is used in connection with any School District	18
19		publication shall be used in connection with instruction and shall be	19
20		subject to the terms, conditions and limitations of this Policy.	20
21		c. Whether Social Media is used shall be determined by the applicable	21
22		teacher(s)/ Advisor(s). Once initiated, the teacher(s)/ Advisor(s) may	22
23		discontinue using Social Media. If a School District sponsored Social	23
24		Media site or account is discontinued, it must be taken down to the	24
25		extent possible.	25
26		d. The ownership of any license to use Social Media shall be in the name	26
27		of the School District. Any such Social Media account or site shall	27
28		specifically state in a conspicuous place that it is a School District site or	28
29		account, shall state that it is subject to review and editing by the School	29
30		District and that content may be removed by the School District in its	30
31		sole discretion. No teacher or staff member may use Social Media as	31
32		part of his/her instruction or to communicate with students that has	32
33		not been created and licensed as a School District account.	33
34		e. No Social Media may be used by any teacher/ Advisor in connection	34
35		with any class, School District activity or School District publication	35
		unless the School District has the ability to edit it, delete content from	
		it, and close the account or site from viewing or use.	

POLICY 811.1 (continued)

- f. School District employees and officials may not communicate with School District students on Social Media or their private email accounts or texting accounts without notifying the Principal of any such communication.
- g. The Social Media authorized herein must be reviewed by the Advisor(s) daily and the Advisor shall delete any content from the account where the content meets the following standards.
 - i. Where it is reasonably believed that readers should not be exposed to material that may be inappropriate for their level of maturity;
 - ii. Where the views of the individual speaker may be erroneously attributed to the school, any school employee or official, or to the school district;
 - iii. Where the speech is, for example, ungrammatical, poorly written, inadequately researched, biased or prejudiced, vulgar or profane, or unsuitable for immature audiences;
 - iv. Where the writing does not reflect high standards that the School District desires;
 - v. Where, taking into account the emotional maturity of the intended audience, content is felt to be inappropriate;
 - vi. Where the content might reasonably be perceived to advocate drug or alcohol use, irresponsible sex, or conduct otherwise inconsistent with the shared values of a civilized social order;
 - vii. Where the content is not accurate in whole or in part;
 - viii. Where the content has not been adequately researched or developed;
 - ix. Where the material constitutes unlawful discrimination, unlawful retaliation, unlawful harassment, unlawful intimidation, bullying or hazing;
 - x. Where the material impinges on the rights of others;
 - xi. Where the material supports particular candidates for office;
 - xii. Where the material contains (a) racial or ethnic slurs/symbols, (b) gang affiliations, (c) vulgar, subversive, or sexually suggestive language or images;
 - xiii. Where the material promotes products that students may not legally buy; such as alcohol, tobacco, and illegal drugs or promotes conduct that is unlawful;
 - xiv. Where the material incites violence; advocates use of force; or encourages violation of federal, state or municipal law, Board Policy or district rules or regulations.
 - xv. Where the content is likely to or does materially or substantially interfere with the educational process, including school activities, school work, or discipline and order on school property or at school functions;

POLICY 811.1 (continued)

- xvi. Where the material has been posted for a reasonable length of time; and/or
- xvii. Where the material threatens serious harm to the school or community.
- h. The Advisor(s) shall keep a full and complete record of any and all content that is deleted from any Social Media site that is sponsored by the School District and shall provide said record to the Principal monthly by the 5th day of each month for the preceding month.
- i. The Advisor(s) may have students assist in the review and deletion of inappropriate material from School District sponsored Social Media sites or accounts, provided, however, that this function is part of the educational function and is reviewed and monitored by the teacher(s)/ Advisor(s). The teacher(s)/ Advisor(s) is ultimately responsible for ensuring that inappropriate material is not kept on any School District sponsored account or site.