

SOCIAL MEDIA WEBSITES REGULATIONS**GENERAL GUIDELINES:**

1. The School Board, Superintendent or designee reserve the right to remove and/or not post any comments at any time, for any reason. The District reserves the right to remove postings that:
 - a. are abusive, defamatory, or obscene;
 - b. are fraudulent, deceptive or misleading;
 - c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
 - d. contain spam, advertising, solicitations or include links to other sites;
 - e. contain confidential information;
 - f. are in violation of any intellectual property right of another;
 - g. are in violation of any law or regulation;
 - h. violate any School District policy; or
 - i. are otherwise offensive, graphically or in tone.
 - j. contain derogatory complaints about District staff.
2. The main page of every District-sponsored social media site should indicate it is the "Official page of the Goffstown School District."
3. Written parental release is required before posting of student photographs or videos in District-sponsored social media per policy JRA and JRA-R. Posting of photographs or videos of students in violation of any law or regulation is not permitted. Obscene images and videos will not be posted.
4. To the extent possible, the content posted on District-sponsored social media pages are preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.
5. Endorsements of any product, cause, political party or political candidate are forbidden.
6. The District should make a reasonable effort to block followers who are deemed inappropriate if they can be seen by others viewing its Follower list.
7. The District will only follow other Twitter feeds and/or send direct messages to other Twitter accounts with objectives that with the educational mission of the District.
8. The District's Twitter feed will be used for broadcasting purposes only. The District will not respond to a tweet via a "reply."
9. The District's Facebook page should be set up as a "fan" page where fans may be permitted to post comments. The page administrator(s) is (are) authorized to block/remove fans and postings from the District's Facebook page where the posts and comments do not support the educational mission of the District.
10. All content on the District's Facebook page must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news or general information relating to work, activities and accomplishments of the District and its staff, as representatives of the District.
11. The privacy settings of the District's Facebook page are managed by the page administrator(s). All posting of comments on the District's Facebook page are at the discretion of the page administrator(s). The page administrator(s) reserve the right to remove or not post any comments at any time, for any reason.
12. The District should only associate with other Facebook groups with objectives that are consistent with the educational mission of the District.

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13. The District's Facebook page is a means to connect to the public. Accordingly, the District will not use Facebook to send direct private messages to individuals.
14. The District's YouTube channel is to be used for video that would also traditionally be distributed via the Local Cable channel operated by GTV16.
15. The District's YouTube channel will not be monetized to be used as a revenue source.
16. The District's Instagram feed will be used for broadcasting purposes only. The District will not use it to send direct private messages to individuals.

SCHOOL ORGANIZATIONS (Clubs and Teams):

1. Clubs and organizations are limited to the following social media platforms: Facebook, Twitter, and Instagram.
2. Any other social media platforms must be approved by the Superintendent or his/her designee prior to creation or use.
3. All club and organization social media sites must be approved by school administration and must be listed on the school district website.
4. Should a club or organization disband, the relevant social media pages are to be taken down by the form advisor or school administrator.
5. Clubs and organizations are to use social media platforms as a means of communicating and connecting with the public. Accordingly, these school organizations will not use these platforms to send direct private messages to individuals.
6. Clubs and organizations can have a single page on each of the above approved social media platforms as long as both the above and following criteria are met:
 - a. The page owner is a district employee.
 - b. The page owner account is associated with a district email account.
 - c. A school administrator is added with administrator / moderator rights to the individual page.
 - d. The club / organization follows the associated district Social media page.
 - e. The club / organization must be clearly identified on the social media page along with the associated school and school district.
 - f. The social media username or handle must clearly identify the organization.
 - g. The social media page must display the following disclaimer:

The opinions or views expressed on this page, represent the thoughts of individual users and members of the online community, and not necessarily those of Goffstown School District or any of its administrators, faculty, staff, or students.

- h. All content being posted on behalf of the club and organization needs to be reviewed by the club advisor or team coach prior to posting.
- i. Endorsements of any product, cause, political party or political candidate are forbidden.

TAGGING GUIDELINES:

1. Content posted to social media pages should be tagged with a branded hashtag. (Branded hashtags contain the school or district name)
2. Any unbranded hashtags must be reviewed by school administration prior to use (This must include an internet search to prevent any unintended side effects)
3. All content should contain at least one tag to allow it to be correlated to other district or organization social media sites.

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See Also: Policy KD

Legal References:

RSA 189:70, Educational Institutional Policies on Social Media

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Adopted: 05/16/2022