

Request to Administer a Professional Social Media Site

Kelso School District

Thank you for your interest in maintaining a professional social media site for your school, club, department, class or activity. Social media is a great avenue for communication with stakeholders. The Kelso School District is committed to ensuring that all staff and students who utilize social media technology for professional purposes, do so in a safe and responsible manner. These Social Media Guidelines provide guidance regarding recommended practices for professional social communication between Kelso District employees and students.

Professional Social Media is defined as a work-related social media activity that is either school-based (e.g. a principal establishing a Facebook page for his/her school or a coach maintaining a Twitter account to give updates about games) or non-school based (e.g. the District office establishing a Facebook page to facilitate the office's administration).

Site Administrator is hereby defined as the district employee(s) who have agreed to maintain a Professional Social Media site.

These Guidelines apply to all Kelso employees. The District will take steps to ensure that all District staff, volunteers and independent contractors are informed of these guidelines.

Guidelines:

1. All Professional Social Media must adhere to all the policies and procedures of the Kelso School District and all applicable federal and state laws and must have prior approval by the building principal or department supervisor.
2. All Professional Social Media must be maintained by two individuals who are both currently employed by the Kelso School District. Students and other non-district personnel may not be site administrators of District Professional Social Media. Note for purposes of this document ESD 112 employees are considered entities of the district and may administer a page. Affiliated parent and community groups should use the Authorized Parent/Community Social Media Administration guidelines.
3. Privacy and notification settings (if available) must be used to filter objectionable language and material and to notify you if comments are posted to your site.
4. When setting up the site it should clearly be designated as an entity of the Kelso School District.
5. All District employees should treat professional social media space communication like a classroom or professional workplace. The same standards expected in District professional settings are expected on professional social media sites.
6. All postings on the Professional Social Media must be for education or information purposes that align to the mission of the district. The site should not be used for any political cause, to promote for-profit businesses or to express personal opinions of the site administrators. (Note: The site can thank for-profit businesses for donations that have been made to the school or activity).
7. Site administrators agree to not post any identifiable student information on Professional Social Media, including student photographs, without the consent of the student's parent or guardians and agree to immediately remove any such material posted by others in a timely

fashion. Each building maintains a list of students whose parents have chosen not to have their students' pictures and information posted outside the district, the site administrator must consult this list prior to posting any such information.

8. Site administrators agree that they are responsible for monitoring their Professional Social Media. This includes monitoring the site on a regular basis and removing objectionable materials. Site administrators are also required to notify their supervisor and proper authorities (if applicable) if they become aware of questionable communications or behavior on their Professional Social Media. Mandatory reporting laws regarding child abuse must be followed if applicable. Supervisors are required to investigate and document the incidents and to notify the Superintendent or his/her designee in accordance with District policies and procedures.
9. Site administrators must not use private messaging capabilities of the Professional Social Media to have communications with students. If the site administrator is privately messaged answer the question on the public page.
10. Any press inquiries received via professional social media sites should be promptly referred to the Superintendent.
11. Kelso School District supervisors reserve the right to remove, disable and provide feedback regarding Professional Social Media that do not adhere to District policy, the law or that do not reasonably align with these guidelines.
12. Approval must be renewed each school year no later than October 1st.

I hereby agree to serve as Site Administrator of a Professional Social Media site for the Kelso School District. I have read and understand the guidelines above and agree to follow them. I understand that failure to follow the above guidelines may result in disciplinary actions up to termination of employment with the Kelso School District.

Primary Site Administrator Name _____

School/department/activity _____

Purpose of the Professional Social Media _____

Signature _____ Date _____

Name of secondary Site Administrator _____

Signature _____ Date _____

Name of Principal, Asst. Principal or Supervisor Approving _____

Signature _____ Date _____

Copies: Applicants, School or department and Superintendent's Office