

## SAYDEL COMMUNITY SCHOOL DISTRICT

### DISTRICT SOCIAL MEDIA EXPECTATIONS

#### Expectations for establishing district-related social media:

- For the purposes of this policy, “district-related social media” means any social media that is designed or is presented as a method of dissemination of district information for the purposes of communication or promotion. Indicators of such a site or account may include the use of the district name, logos/mascots and/or colors, or specific mention of district programs. No district logos, mascots, or other such graphic representations or images associated with the district may be used without prior permission from the district.
- Any staff member who wishes to establish a social media site or account for specific district offices, initiatives, schools, classes or programs must first get approval from his/her supervisor or building principal, then contact the district technology director for assistance.
- Any parent or community organization (such as PTO, Boosters etc.) who wish to establish, or have established, a social media site or account which meets the above criteria for “district-related social media” must request permission from the Superintendent or his/her designee. If approved the site/account must include the following disclaimer clearly posted on the site/account:

A third party to has established this site/account to support the programs of the Saydel Community School District. This site/account and all content posted or submitted on this site/account is under the control of that third party and is not reviewed, approved, or maintained by the Saydel Community School District. The Saydel Community School District is not responsible for any content of this site/account.

If there is a link to the third-party site/account or other social media address from the district website the disclaimer must also be displayed with the link to that site/account or other social media address.

**Approved:** March 2015

**Reviewed:**

**Revised:**