

SOCIAL MEDIA

The Board may establish an online presence through social media platforms. Many social media platforms are “interactive,” in that they permit other social media users to post comments, photos, videos, audio, or other content/data on the webpages of other users within the relevant platform. While the Board’s social media webpages may be interactive, they are not intended to serve as open public forums. Rather, the Board’s social media webpages are limited public forums, dedicated to the purpose of informing the community about the activities of the District.

In furtherance of that purpose, the Board directs the District’s Administrators to regularly monitor posts on the Board’s social media webpages for violations of the following viewpoint neutral content restrictions:

Posts on the Board’s social media webpages shall not:

1. Incite, threaten or advocate violence;
2. Harass, demean or defame other people;
3. Use obscene, profane or vulgar language;
4. Advertise commercial products or services;
5. Contain nudity or obscenity, or be otherwise harmful to minors;
6. Interfere with the functionality of the social media webpage;
7. Violate Board Policy or Administrative Guidelines;
8. Violate State or Federal laws or regulations;
9. Engage in any form of legally prohibited discrimination;
10. Contain personally identifiable student information, with the exception of “directory information,” as defined in District Board Policy;
11. Endorse actions endangering the health or safety of students;
12. Violate the intellectual property rights, privacy rights, or other rights of another person or entity;
13. Advocate, incite or produce imminent lawless or disruptive action.

District Administrators are authorized to remove posts which violate any of the above restrictions, and may ban a social media platform user from making future posts if he or she has committed one or more violations of this Policy. A user whose post has been deleted, or who has been banned from making future posts, may appeal such determination to the Superintendent (or to the Board President in the event the initial deletion decision was made by the Superintendent), whose decision shall be final.

Before posting on the Board's social media webpages, community members should consider the following information:

1. The audience for such webpages includes the children enrolled in the District. As such, a mature, civil and courteous discourse is expected.
2. Complaints about District staff members should be registered directly with the District Administration and/or the Board of Education.
3. The Board may report a post to the appropriate law enforcement agency for investigation and/or prosecution.
4. A post may constitute a public record, subject to disclosure under O.R.C. §149.43.