

**RED WING PUBLIC SCHOOLS
BOARD OF EDUCATION POLICY**

908 SOCIAL MEDIA POLICY

Adopted: Nov. 1, 2021
Last Revised: December 5, 2022

I. PURPOSE

Independent School District 256 uses its website and social media platforms to inform the public and celebrate our schools, students and staff.

II. GENERAL STATEMENT OF POLICY

While the district encourages people to visit ISD 256's website frequently for news and updates, in order for the district to protect its students, staff and community members the school board sets forth a social media policy that outlines prohibited conduct. Comments and/or posts that do not follow guidelines or that violate any ISD 256 policy will be removed.

III. PROCEDURES

A. Red Wing School District Social Media Posting Policy

The policy statement is posted as a PDF on at www.rwps.org. It reads:

Independent School District 256 uses its website and social media platforms to inform the public and celebrate our schools, students and staff. We encourage you to visit frequently for news and updates.

Please note that protecting students, staff and community members is a priority. Comments and/or posts that do not follow our guidelines or that violate any ISD 256 policy will be removed. Prohibited conduct includes:

- Cyberbullying, harassment or personal attacks of any kind
- Comments that demean an individual or group, including comments that are discriminatory or offensive on the basis of race, color, creed, religion, national origin, sex, age, marital status, familial status, status with regard to public assistance, disability, sexual orientation or gender identity.
- Comments that are abusive, profane, obscene or promote violence.
- Comments that contain false information or are off-topic
- Comments that incite, threaten or make ad hominem attacks on students, employees, guests or other individuals.

- Comments of a personal or private nature, including complaints or concerns about specific students or employees. Such concerns should be directed to the appropriate school officials.
- Messages selling products or promoting commercial or other ventures.
- Messages promoting non-school events
- Messages campaigning or advocating for political offices or ballot initiatives.

We reserve the right to delete, hide or mark as spam comments or topics that violate District policy or the above guidelines. Please comment appropriately and on-topic. Be aware that all content and posts are bound by Terms of Use of any social media site on which the District has an official page.

Disclaimer

Red Wing Public Schools ISD 256 is not responsible for comments or postings made by visitors to the page.

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. You should not provide private or personal information (phone, email, addresses etc.) regarding yourself or others on this page. Any posts or comments containing such information will be deleted.

The appearance of external links, as posted by followers of this page or other Facebook users prior to our removing them, does not constitute endorsement on behalf of ISD 256.

Social media is not meant to be a direct communication tool to our staff or School Board members. Please contact the appropriate administrator, principal, teacher or board members via email when you have questions: Find the staff directory and school board information at www.rwps.org.

If you have questions about district matters, contact Interim Superintendent Frank Norton at fgnorton@rwps.org.

If you have questions about our social media policies or general communications, contact Communications Manager Anne Robertson at akrobertson@rwps.org.

Adopted Nov. 4, 2021

B. Policy synopsis

District's social media accounts for specific schools will include the synopsis as well as link to the Red Wing Public Schools Social Media Policy pdf at www.rwps.org. The statement reads:

Red Wing Public School’s social media accounts are an extension of our classrooms and focus on celebrating and supporting our school, students and staff as well as sharing important news and event information. We encourage you to share our posts, show your support, connect with others, and visit frequently for news and updates.

Please note that protecting students, staff and community members is a priority. Comments and/or posts that do not follow our guidelines will be removed. Find our current guidelines on posting, removal of posts and banning of repeat violators at www.rwps.org/SocialMediaPostingPolicy.

Contact us

Social media is not meant to be a direct communication tool to our staff; please contact the principal or a teacher via email when you have questions. You may email (School Name) Principal (first and surname) at (email address) when you have questions.

- C. The district reserves the right to update the “Contact us” statement without board action when building leadership changes.

Legal References:

Family Educational Rights and Privacy Act
Children’s Online Privacy Protection Rule