

Policy
Web Pages and Social Media

Descriptor Code: IFBGB

It is the policy of the Richmond County Board of Education to utilize electronic communication and web tools, including web pages and social media platforms, for the purpose of maintaining an online presence, as well as communicating and collaborating with students, parents, employees and members of the community. These tools shall be used to support the mission, goals and objectives of the Richmond County School System ("RCSS" or "System").

The Superintendent or designated staff shall establish appropriate procedures and regulations on the use of RCSS web pages and social media platforms. The rules for the use of these tools are described in the Procedure for this policy, IFBGB-1. These rules apply to all account holders and users of the System's communication system regardless of employment status. Any account holder or user who violates this policy or regulation is subject to disciplinary action, up to and including termination.

Richmond County Schools

Date Adopted: 3/10/15

State Reference:	Description
O.C.G.A 16-12-0100.1	Electronically furnishing obscene material to minors
O.C.G.A 16-12-0100.2	Computer or electronic pornography and child exploitation prevention
O.C.G.A 39-05-0001	Online internet safety definitions
O.C.G.A 39-05-0002	Subscriber's control of minor's use of internet
O.C.G.A 39-05-0003	Immunity
O.C.G.A 39-05-0004	Internet safety report of certain information
O.C.G.A 42-01-0012	State Sexual Offender Registry
O.C.G.A 50-18-0071	Right of access; timing; fees; denial of requests; impact of electronic records
O.C.G.A. 10-01-0912	Notification required upon breach of security regarding personal information
O.C.G.A. 10-12-0012	Retention of electronic records
O.C.G.A. 16-09-0090	Georgia Computer Systems Protection Act
O.C.G.A. 16-09-0091	Computer Related Crime
O.C.G.A. 16-09-0092	Definitions
O.C.G.A. 16-09-0093	Computer crimes defined
O.C.G.A. 16-09-0093.1	Misleading transmittal
O.C.G.A. 16-09-0094	Violations
O.C.G.A. 16-09-0122	Attempting or conspiring to attempt identity fraud

Federal Reference	Description
15 USC 6501	Children's Online Privacy Protection Act - Definitions

15 USC 6502	<u>Children's Online Privacy Protection Act - Collection and use of personal information from and about children on the Internet</u>
15 USC 6503	<u>Children's Online Privacy Protection Act - Safe harbors</u>

These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

PURPOSE

The Richmond County Board of Education desires to utilize electronic communication and web tools, including web pages and social media platforms, for the purpose of maintaining an online presence, as well as communicating and collaborating with students, parents, employees and members of the community. These tools shall be used to support the mission, goals and objectives of the Richmond County School System ("RCSS" or "System").

This procedure establishes the rules and regulations on the use of RCSS web pages and social media platforms. These rules apply to all account holders and users of the System's communication system regardless of employment status. This procedure addresses the privileges, responsibilities and guidelines for proper web publishing on the System's web server and addresses proper use of System-sponsored social media as well as guidelines and recommendations for personal use of social media.

ONLINE CONTENT COORDINATOR

The Superintendent, or designee, will designate an individual or individuals to serve as the System Online Content Coordinator, responsible for maintaining System-sponsored web sites and social media accounts and for compliance with all Richmond County Board of Education policies, any implementing regulations, and local, state, and federal laws.

The System Online Content Coordinator will maintain and distribute this Procedure for use with System-sponsored web sites and social media. All material placed on the System's web sites or social media accounts will be consistent with this Procedure and approved by the System Online Content Coordinator. This Procedure shall also apply to and may be distributed to employees and students who maintain a personal online presence. This Procedure includes guidance for avoiding disruption of the school environment.

The System Online Content Coordinator will create a registration procedure for use by individual schools, teachers, students, and extracurricular organizations that wish to create System-sponsored web pages and social media accounts.

SYSTEM-SPONSORED WEB SITES AND SOCIAL MEDIA ACCOUNTS

A. Establishment and Maintenance

The System may establish and administratively maintain one or more web sites (including an official System web site) hosted on one or more web servers and individual websites for each school. The System also may establish and administratively maintain one or more social media accounts, which may include a message delivery system. Material appropriate for placement on or dissemination via the System's web sites and social media accounts must be in compliance with the System's Acceptable Use Policy (IFBG) and includes:

- (i) Richmond County School System information;

- (ii) Richmond County Board of Education information;
- (iii) Individual school information;
- (iv) Teacher or classroom information;
- (v) Student projects; and
- (vi) Extracurricular organization information.

B. Web Pages and Social Media Accounts Created by Individual Schools, Teachers, Students, and Extracurricular Organizations

Individual schools, teachers, students, and extracurricular organizations may create System-sponsored web pages and social media accounts, provided they have properly registered with the System Online Content Coordinator and received permission prior to utilization. Schools and extracurricular organizations may not create web pages and social media accounts that are not System-sponsored.

The Principal at each school or his/her designee will designate a School Online Content Coordinator, responsible for managing the individual school web pages and social media accounts and monitoring school, teacher, student, and extracurricular organization web pages and social media accounts.

1. Schools

The System will establish and maintain individual websites for each school. Thereafter, each school is responsible for maintaining and updating its own website, consistent with appropriate guidelines.

Individual schools may establish social media accounts in compliance with this Procedure.

All official material originating from the individual school and placed on the school web pages or social media accounts will be consistent with this Procedure and the Acceptable Use Policy.

2. Teachers

After properly registering with and receiving permission from the System Online Content Coordinator, teachers may create web pages under the individual school web pages and establish social media accounts. The teacher web pages and social media accounts will be used in conjunction with class activities or to provide a resource for other teachers. Teacher web pages and social media accounts established hereunder shall not be used for personal postings or messages. Each teacher will be responsible for maintaining his/her web pages or social media accounts. All material originating from the teacher and placed on the teacher web pages or social media accounts will be consistent with this Procedure, the Acceptable Use Policy and the Code of Ethics approved by the Professional Standards Commission.

3. Students

After properly registering with and receiving permission from the System Online Content Coordinator, students, as part of a classroom activity, may create web pages under the individual school web pages and establish social media accounts. Material presented on the student web pages and social media accounts must meet the educational objectives of the class activity and be consistent with this Procedure, the Acceptable Use Policy and the Code of Student Conduct and Discipline. Student web pages and social media accounts may be removed at the end of each term unless special arrangements are made with appropriate authorized personnel. A notice will not be provided to students prior to such removal.

4. Extracurricular Organizations

After properly registering with and receiving permission from the System Online Content Coordinator, extracurricular organizations may create and maintain web pages under the school web pages and establish social media accounts. Extracurricular organizations include, but are not limited to, school sports teams, school bands and orchestras, and other clubs and student organizations as defined in the Richmond County Board of Education policies. Material presented on the organization web pages and social media accounts must relate to organization activities and must be consistent with this Procedure, the Acceptable Use Policy and the Code of Student Conduct and Discipline.

C. Appropriate Content for System-Sponsored Web Sites and Social Media Accounts

The System reserves the right to remove material from System-sponsored school, teacher, student, or extracurricular organization web pages or social media accounts, including removal of the web pages or social media accounts in their entirety, if the material fails to meet established educational objectives or violates any Richmond County Board of Education policy or implementing procedure. A notice will not be provided prior to such removal.

WEB PUBLISHING AND COMPLIANCE GUIDELINES FOR SYSTEM-SPONSORED WEB SITES AND SOCIAL MEDIA ACCOUNTS

This section applies to System-sponsored web sites and social media accounts.

All System-sponsored web sites and social media accounts must be properly registered with and approved by the System Online Content Coordinator. Once approved, all System-sponsored web sites and social media accounts must follow the provided consistent naming convention and be designated as an official account.

All System-sponsored web sites and social media accounts must adhere to the privacy settings recommended by the System. Privacy settings should be verified often to ensure compliance with System recommendations.

All material on the System-sponsored web sites and social media accounts will serve an educational purpose only and will be consistent with the mission and vision of the System and in compliance with the Acceptable Use Policy (IFBG). Further, all posted material is expected to meet academic standards of proper spelling, grammar, and accuracy of information.

Postings may not contain inappropriate material or link directly to inappropriate material. All links to external sites should be approved by the building level administrator. Personal accounts may not be linked with System sponsored web sites and social media accounts.

All postings should be in compliance with FERPA and all other applicable privacy laws. Therefore, any photographs, student work, or student identifying information should not be posted until permission or an "opt out" notice has been received.

All postings must be verified for accuracy before being published. The System Online Content Coordinator, or designee, may remove or correct any misinformation published. In questions of quality, propriety of web page material, appearance, or content, the judgment of the System Online Content Coordinator, with input from the School Online Content Coordinator, will prevail.

System level postings must be submitted to the System Online Content Coordinator for approval and posting. School level postings must be submitted to the School Online Content Coordinator.

System-sponsored web sites and social media accounts do not create, nor are they intended to create, a public or limited public forum and these System-sponsored web sites and social media accounts will not contain public message boards, chat room areas, or other opportunities for comment.

System web sites and social media accounts are subject to the Open Records Act. Whenever possible, System sponsored web sites and social media accounts should clearly indicate that any content posted or submitted for posting may be subject to public disclosure.

GUIDELINES AND RECOMMENDATIONS FOR PERSONAL WEB SITES AND PERSONAL ONLINE SOCIAL MEDIA ACCOUNTS

This section applies to personal web sites and social media accounts. This Procedure may be provided to employees and students who maintain a personal online presence outside of work or school without using System equipment or network.

Employees and students should not allow their personal online activity to disrupt the school environment. If employees and students choose to establish their own personal social media accounts off campus, such accounts shall not be accessed using the System's equipment or network. Personal accounts may not be linked with System sponsored web sites and social media accounts.

Students who choose to participate in social media must do so in accordance with applicable policies, including Board Policy JCDA (Student Behavior Code) and applicable provisions of the Code of Student Conduct and Discipline.

Employees who choose to participate in social media must do so on their own time and in accordance with the System's Acceptable Use Policy (IFBG) and other applicable policies. Additionally, when employees post on social media, they should maintain transparency and be honest about their identity. Employees may identify themselves

as System employees, but they must be clear that they are expressing views as an individual, not as a representative of the System.