

**MONTGOMERY
COUNTY
INTERMEDIATE
UNIT #23**

SECTION: OPERATIONS

TITLE: SOCIAL MEDIA

ADOPTED: April 25, 2018

REVISED:

815.1 SOCIAL MEDIA	
1. Purpose	<p>Social media and social networking sites have developed in popularity. Many businesses and government entities have joined individuals in using social media to promote activities, programs, projects and events. The Intermediate Unit desires a presence in social media and social networking sites which will create accessible communications outlets, provide Intermediate Unit news, promote Intermediate Unit programs, facilitate Intermediate Unit-related discussion by members of the community and guide viewers to the Intermediate Unit's website.</p>
2. Definitions	<ol style="list-style-type: none"> 1. Social Media - includes websites that incorporate one or more of the following: <ol style="list-style-type: none"> a. Blogs - web logs or journals where authors and users can post textual, audio, or video content, and may permit others to post comments on their blogs. b. Bookmarking Sites - web services where users collect content from elsewhere on the Internet, and save it to their account on the platform. This content can be private or public, and shared with other users. c. Media Sharing - websites where users post and share videos, audio files and/or photos as well as tag them to enable searchability. d. Microblogs - websites and spaces that allow users to post short blog entries. e. Online Reviews - online evaluations of a publication, service, company; movie, music, book; a piece of hardware like a car, appliance, or computer; or an event or performance. In addition to a narrative commentary, the review may include rating score to indicate its relative merit. f. Social Networks - websites where users can create customized profiles and form connections with other users based on shared characteristics and interests.

	<ul style="list-style-type: none"> g. Wikis - resources or documents edited collaboratively by a community of users with varying levels of editorial control by the website publisher. h. Virtual Worlds - web or software-based platforms that allow users to create avatars or representations of themselves, and through these avatars to meet, socialize, and transact with other users. Virtual worlds are used for social purposes and e-commerce, non-profit fundraising, and videoconferencing. i. For purposes of this Policy, “social media” also includes communication, collaborative sharing, and reaching students, employees, and guests for educational purposes using Intermediate Unit-provided tools. <ol style="list-style-type: none"> 2. Intermediate Unit Technology Resources - all technology owned and/or operated by the Intermediate Unit, including computers, projectors, televisions, video and sound systems, mobile devices, calculators, scanners, printers, cameras, portable hard drives, hardware, software, routers, and networks, including the Internet. 3. User - anyone who utilizes or attempts to utilize Intermediate Unit technology resources while on or off Intermediate Unit property. The term includes, but is not limited to, students and employees that may use Intermediate Unit technology.
<p>3. Authority</p>	<p>The Intermediate Unit’s social media and social networking presence shall comply with the Intermediate Unit’s Acceptable Use Of The Electronic Communications Systems And Network policy. This Policy shall be used in conjunction with, and shall adhere to, all Intermediate Unit policies governing computers, electronic devices, technology and proper behavior the Intermediate Unit has a right to expect of all employees.</p> <p>The Intermediate Unit’s Executive Director or designee shall have responsibilities to oversee the monitoring and maintenance of the Intermediate Unit’s social medial sites.</p>
<p>4. Guidelines</p>	<p><i>Establishment of Social Media Pages</i></p> <ol style="list-style-type: none"> 1. The Intermediate Unit will establish and maintain a presence on social media or social sites as determined by the Intermediate Unit administration. The social media sites shall be established to support and promote the Intermediate Unit’s mission, goals, and strategic direction only. 2. The Intermediate Unit shall include on its social media sites, in a prominent location, reference to the Intermediate Unit website address for individuals seeking more information about the Intermediate Unit and its schools.

3. Many social media sites, such as Facebook, do not provide an option which allows comments to be screened prior to posting. Moreover, the Intermediate Unit does not have the resources to provide constant monitoring of its site. However, the Executive Director or designee shall monitor the page on a regular basis.
4. The Intermediate Unit shall include language on its social media sites that the Intermediate Unit reserves the right to remove comments or posts to its social media sites, and will notify the individual responsible for the posting, when such comments or posts are viewed as abusive, inappropriate, offensive, or of a harassing or threatening nature, including, but not be limited to, comments or posts that are or contain:
 - a. Commercial solicitations.
 - b. Factually inaccurate, erroneous, or libelous information.
 - c. Any vulgarity or obscenity or abusive or sexually explicit language.
 - d. Any pornographic, obscene, or sexually explicit material or other visual depictions.
 - e. Any links to unknown, unapproved, offensive or inappropriate websites or web pages.
 - f. Personal attacks of any kind, including posts that easily identify students, staff or others in defamatory or abusive terms.
 - g. Political support or opposition to any candidate, political measure, or ballot question.
 - h. Offensive comments that target or disparage any group or person.
 - i. Violations of Intermediate Unit policy.
 - j. SPAM, that is, repeatedly posting the same comment or comments that simply advertise or promote a service or product.
 - k. Discussions not related to the Intermediate Unit or its programs.
5. The Intermediate Unit shall include notice to the community that its social media sites are intended to serve as a mechanism for communications between the public and the Intermediate Unit and that any comments submitted to the page, and its list of fans, are public records subject to disclosure in accordance with the Pennsylvania Open Records Law.
6. The Executive Director or designee shall develop regulations for the monitoring of the Intermediate Unit’s social media sites on a regular basis. This shall include approving requests for sharing through the Intermediate Unit’s social media sites as well as to monitor comments, posts, or other content on the sites. The Intermediate Unit’s Executive Director or designee shall have overall responsibility for approval of content for the Intermediate Unit’s social media sites.
7. The Intermediate Unit’s Facebook page or other social media sites shall be established as a “fan” page or page of similar content and access. Individual departments and programs within the Intermediate Unit must be set up as “groups.”

8. All of the Intermediate Unit’s social media sites shall be maintained by the Executive Director or designee. Groups within the Intermediate Unit must first obtain permission from the Executive Director or designee before creating a social media/social site or a new group for an existing site.
9. All content and posts are bound by the terms of use of the specific social media site as well as the Intermediate Unit’s Employee Handbook and policies including, but not limited to, the Acceptable Use of the Electronic Communications Systems and Network Policy, Non-Discrimination Policy Statement, Anti-Discrimination Policy, and Unlawful Harassment Policy and Procedure.
10. The Intermediate Unit will cooperate to the extent legally required with social media sites, Internet service providers, local, state, and federal officials in investigations or with other legal requests, whether criminal or civil actions.
11. The Intermediate Unit’s social media sites shall include a statement that the content submitted by individuals does not necessarily reflect the thoughts or opinions of the Intermediate Unit, the Board, the administration, staff or students.
12. The Intermediate Unit’s social media sites will conform to the requirements of accessibility for individuals with disabilities.
13. Photographic or video images of students shall either be personally unidentifiable or, if identifiable, shall be with the written permission of the student’s parent/guardian through a photo/video release.

Intermediate Unit Postings

Intermediate Unit postings to its social media sites shall provide and highlight information relevant to and of interest to the community as a whole. Possible topics may include, but are not limited to:

- a. Activities and related posts, to include information relating to community involvement, to announce dates for Intermediate Unit events among other activities.
- b. Community and related posts, to include information relating to community education and involvement, and announcements of items of interest to the community at-large and/or regarding programs and information the Intermediate Unit is required to communicate about to meet program and regulation guidelines.
- c. Intermediate Unit-wide events and related posts that announce or review events related to the community at-large. The number of posts related to any particular event may be limited by the Executive Director or designee.
- d. Intermediate Unit News and related posts, which may include information on

legislation, Intermediate Unit finances and budgetary information, and Board policy revisions and discussions. Any news that is negative in nature should be carefully considered by the Executive Director and the Leadership Team prior to posting.

All content should be accurate, concise, sensitive to diverse audiences, and respectful to the Intermediate Unit, its employees, students, and the community at-large.

There are no requirements for the Intermediate Unit to post at any designated frequency. The success of the Intermediate Unit social media sites depend on current and new postings for its fans and followers.

Outdated content, material and postings should be removed or updated as soon as possible. There should be no expectation that the Intermediate Unit will store or archive content, material and postings made on any Intermediate Unit social media site.

Access to employees for Intermediate Unit postings on behalf of the Intermediate Unit will be limited and controlled through the Executive Director or designee.

Community Postings

- a. Community Postings shall be limited to subject matters of Intermediate Unit postings. It is not the intent of the Intermediate Unit's social media sites to provide an unlimited or open forum for discussion on any topic. Postings which are not related to an Intermediate Unit posting shall be removed by the Executive Director or designee, upon monitoring.
- b. Persons making comments or posts to the Intermediate Unit's social media sites or pages are requested to show respect for their fellow users by ensuring that the discussion remains civil, especially since Facebook allows individuals aged thirteen (13) years and over to join. Individuals are reminded that their name and photograph will be seen next to their comment or post, visible to anyone who visits the page.
- c. The Intermediate Unit reserves the right to remove comments or posts to the Intermediate Unit social media sites, and the Executive Director or designee, upon monitoring, will notify the individual responsible for the posting of the Intermediate Unit's posting policy, when such comments or posts are viewed as inappropriate, offensive, or of a harassing or threatening nature.

Offenders will be removed as a fan of the Intermediate Unit social media sites to which inappropriate, offensive, harassing, or threatening posts are made.

- d. All content should be accurate, concise, sensitive to diverse audiences, and respectful to the Intermediate Unit, its employees, students, and the

<p>5. References</p>	<p>community at-large.</p> <p>e. Outdated content, material and postings shall be removed by the Executive Director or designee, as appropriate if necessary.</p> <p>f. Employee posts to the Intermediate Unit’s social media sites are subject to disciplinary consequences for postings which violate Intermediate Unit policy and/or applicable laws and regulations governing employee conduct or which result in a disruption to services in the work or educational environments in an Intermediate Unit building or buildings where Intermediate Unit provides programs and services.</p> <p>g. Student posts to the Intermediate Unit’s social media sites are subject to disciplinary consequences which violate respective school and/or Intermediate Unit policies and/or applicable laws and regulations governing proper school conduct and expectations or which result in a disruption of the educational environment.</p> <p>h. Employees may not post community content on behalf of the Intermediate Unit on the Intermediate Unit’s social media sites without approval of the Executive Director or designee.</p> <p>i. Employees may make a post to the community content on the Intermediate Unit site(s) without approval, however, it is recommended that matters that involve employment, policies, directives, or other matters that impact Intermediate Unit staff should be directed to the employee’s supervisor and handled through the recognized chain of command.</p> <p>Child Internet Protection Act – 24 P.S. Sec. 4601, 4604, 4610 Enhancing Education Through Technology Act – 20 U.S.C. Sec. 6777 Family Education Rights and Privacy Act – 20 U.S.C. 1232g – 34 C.F.R. U.S. Copyright Law – 17 U.S.C. Sec. 101 et seq. 47 U.S.C. 254 Right to Know Law – 65 P.S. 67.101 et seq. 24 P.S. 510 22 PA Code 235.1 Pol. 815</p>
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