



Provo City School District Policy Series 7000: Community

Policy No. 7500

Content Management on District Social Media Sites

Definitions:

1. Social Media – any online technology tool that enables human interaction and communication, including the sharing of information and/or resources, over the Internet.
2. Content Manager – any individual/group asked to oversee the maintenance and management of any social media platform.

The Provo City School District Board of Education recognizes the importance of social media in the efforts of communication and transparency with community members. To provide safe and appropriate platforms for open communication, the following guidelines shall govern the content between district employees and members of the community.

Current and prospective community members of the city of Provo are encouraged to utilize Provo City School District's social media platforms as a means of communication with the District. These platforms are an ideal location for questions, opinions, ideas, etc. However, participation on these platforms is a privilege, not a right. Incoming content posted by patrons is expected to comport with standards of fairness and propriety.

When posting to the any district run social media platform, including both public and private messages, please follow the following guidelines:

1. Content shall not be threatening, abusive, obscene, indecent or objectionable.
2. Content shall not be offensive or hateful.
3. Content shall not include any vulgar content/language.
4. Content shall not be deceptive, false or misleading.
5. Content shall not violate the intellectual property rights of other.
6. Content shall not be illegal or promote any act that is illegal.
7. Content shall not reference a third-party website or be self-promoting spam.
8. Content shall not be any form of solicitation, including the advertisement of product, services, contests or charities not sanctioned by Provo City School District.
9. Personally identifying content shall be limited to one's own name. Other personal information will not be posted, nor will direct references to students, employees or any other person associated with Provo City School District.
10. Content shall adhere to the policies and guidelines set forth by each social media site.

The Communications Department and/or the assigned content managers will monitor all social media platforms associated with Provo City School District. We reserve the right to remove content and/or members who fail to adhere to any part of this policy. Respectful constructive criticisms and differences in opinion that follow the above guidelines are welcome.

Cross Reference:

Policy 5255 Employee Use of Social Media

Approved by Board of Education: March 10, 2015