St. Johns County School District – Social Media Guidelines and Best Practices For District and School Use

The Superintendent and Community Relations Department have enacted the following guidelines and best practices for creating and using a social media account for a District school, department, class, school support organization, team or club.

Applicable School Board Rules

District employees must comply with School Board Rules 6.82 and 6.83 in using District electronic media. In particular, they may not use their District email account or password for personal purposes. They must comply with Rule 6.84 in using personal social media, Internet or social media.

Before creating any official school, department, team, class, etc. social media accounts, employees should familiarize themselves with those School Board Rules 6.82, 6.83 and 6.84 and with the District Acceptable Use Procedures (AUP). The following guidelines do not replace but rather supplement the requirements of those rules.

Supplemental Guidelines – Official Use

- **Confidentiality.** Confidential personally identifiable information about students, parents or employees should not be disclosed in violation of FERPA, HIPAA or other applicable law.
- **Intellectual Property Rights.** Copyright, trademark and other intellectual property rights should be respected.
- **Name and Logo of St. Johns County School District and Schools.** The District logo and individual school logos and marks must not be modified or used for personal endorsements. District social media may not be used to promote a political candidate or cause, nor to promote a commercial product except as authorized by contract duly executed on behalf of the District in accordance with School Board rules.
- **Official Use.** Official District communications through social media, the Internet and social networking outlets must comply with School Board Rules 6.82 and 6.83 and the District AUP. Only individuals authorized by the District may publish content on District websites.
- **Approval and Registration.** All District social media sites shall be (1) approved by the Community Relations Department; (2) published using approved social media platforms and tools and be registered in ArchiveSocial; and (3) have at least one additional account administrator with authority to remove content or close the account, if necessary.
- **Safety.** Phishing is the attempt to gain control of a social media account by deceiving a user into revealing the account's username and password. Employees should monitor their District social media accounts carefully to detect unauthorized access.
- **Professionalism.** Employees' social media postings should comport with professional standards of proper grammar, accurate spelling, brevity, clarity and accuracy. Jargon, obscure terminology, and unnecessary use of acronyms should be avoided.

Public Use of District Media

The two notices below must be displayed to users on all social media sites or linked back to the District website terms of use policy.

Public Records. *District social media sites are subject to the Florida Public Records Law, Chapter 119, Florida Statutes. As a result, any posting on District social media or written communications created or received by District officials or employees will be made available to the public and media, upon request, unless confidential or exempt from public records disclosure.*

Terms of Use. *District social media is available to the public for comment topics initiated by District postings. The District encourages comments and conversations on its social media. However, the District values civility in public discourse and expects postings to meet community standards of propriety and decorum, regardless of the content of the posted message, bearing in mind that District media is accessible to school-age children. District social media is monitored for comments deemed inappropriate. Such comments may be removed or redacted. Please keep the following in mind when commenting:*

- *All comments should relate directly to the topic introduced by the District at the beginning of the thread.*
- *Comments should not be obscene or defamatory in nature.*
- *Comments should not promote or oppose any political candidate or cause.*
- *While discussions are encouraged, please contact [insert Community Relations website address] with complaints or questions in order to ensure timely resolution.*
- *The District does not guarantee content on any externally linked site. Links and mentions are not endorsements.*
- *Comments should not contain racial, ethnic, religious or sex/gender-based slurs.*
- *Commenters should keep in mind that District social media is accessible to school age children and their language should be suitable for that age group and an orderly school environment.*
- *Comments should not be used to cyberbully, bully or harass.*