

COMMUNITY RELATIONS

Online Media Accounts and Posts

Social media is a method for facilitating communication directly from Lincoln Public Schools staff and organizations to the community that shares everything from the daily learning in the classroom to presentation of special events. The regulations provide guidance for online posting that mirrors existing media release guidelines written specifically for online media posts.

Overall online media posting philosophies:

- It is easier to maintain an audience – and post consistently – if we work together to post to a few accounts rather than many individual accounts. We recommend that staff members contribute to their school’s main account rather than creating their own.
- We also understand that some organizations and clubs prefer to communicate to their audiences through social media if significant traffic can be maintained on these communications channels.
- While social media can supplement communications, it should not be the only way we communicate with our families and community. Staff should use other District-approved communication channels such as, but not limited to, Synergy (parent emails and LMS pages), School Messenger, Google Classroom and the District and school websites.

Definitions:

An Online Media Account provides access to forms of electronic communication (such as websites for **social networking** and microblogging) through which users create **online** communities to share information, ideas, personal messages and other content (such as videos).

An Online Media Post is the submission of user-generated content such as text or comments, digital photos or videos, graphic images, emoji and data generated through all **online** interactions or the forwarding or sharing of such submissions.

An LPS-related account is one established by a staff member and named in such a way to identify it as sharing information about a staff member’s professional work, classroom activities and/or other LPS-related events. These accounts are not official LPS accounts, but staff shall take added precautions to distinguish between the educator’s personal and institutional views while posting to this LPS-related online media account.

Online Media Channels/Accounts

- Each school may have an official account only on online platforms approved by the Director of Communications or designee.

COMMUNITY RELATIONS

Online Media Accounts and Posts

Online Media Channels/Accounts (Continued)

- If approved by the building principal and the Director of Communications or designee, high school and middle school clubs and organizations may have their own online account.
- Individual staff members may not present their individual LPS-related accounts as official online media posts for the District.
 - Since individual staff member accounts are not official accounts, staff may not require students or parents to access their social media account for student instruction or classroom information.
 - If staff members share information about curriculum, learning or activities occurring at their schools, they are responsible for following appropriate laws and LPS policies and regulations regarding the use of student records and images online as well as applicable human resources policies.

Online Media Account Names

- School account(s) will include the school's name and/or mascot.
- School clubs and organizations who are approved to open online media accounts will include a reference to the school's name and/or mascot in the account name along with a reference to the club or organization.
- It is not required, but the District asks that staff do not use the District's name or the school or mascot name in the name of their online LPS-related media account to avoid any confusion with their personal accounts and the District's or school's official accounts. Staff may use their name and/or the name of the class. For example: Mrs. Johnson's English Classes, 6B English with Jane Doe.

Online Media Account Administration

- Overall right to approve and remove approval for online media accounts rests with the Director of Communications or designee.
- School, club and organization account(s) will be administered by the school's administration team and/or staff members designated by the principal.

COMMUNITY RELATIONS

Online Media Accounts and Posts

Online Media Account Administration (Continued)

- All District, school and club or organization account names, login and current password(s) shall be kept on file with LPS Communications. Any updates to accounts must be communicated to the LPS Communications Department on the same business day as the update is made.
- Passwords to District, school, club or organization accounts may only be shared with individuals approved to administer the account and may never be shared with a non-LPS employee, including students.

For staff using LPS-related online media accounts

- The name of the account should not use the school's name or mascot but can use the teacher's name and/or the name of the class. For example: Mrs. Johnson's English Classes, 6B English with Jane Doe.
- Teachers should not require students or parents to use social media as a means of communication.
- Staff shall take added precautions to distinguish between the educator's personal and institutional views while posting to this online media account.
- All LPS policies and regulations about staff use of online media accounts with students still apply.

District, School, Club and Organization

- Posts should contain official District, school, club or organization information only.
- Solicitation for fundraisers should not be posted on the school's main social media sites. Announcements of timelines, important dates and results of fundraisers can be shared.
- Do not tag any non-LPS accounts in online media unless the account is an official partner of the District involved in the content of the post. Never tag an individual's account in a post.
- Make sure we have permission to post photos/videos of all students featured – just as we would with other channels of LPS communications such as websites.
- Make sure you are not violating any copyright or licensing agreements.
- All posts should reflect/model appropriate school behavior with students following our rules and guidelines.

COMMUNITY RELATIONS

Online Media Accounts and Posts

Online Media Account Administration (Continued)

Recommendation to Teachers Posting to Personal LPS-related Online Media Accounts:

- To avoid the risk of misrepresenting LPS, staff shall take added precautions to distinguish between the educator's personal and institutional views while posting to this online media account. Posts should be of a professional nature and not mix in personal, political or religious views.
- Make sure you have permission to post photos/videos of all students featured.
- Do not tag students' accounts in the post.
- Students are not allowed to post content or control these accounts.
- Make sure you are not violating any copyright or licensing agreements.

Original Adoption:

2019-05-01

Related Policies and Regulations:

4780, 4780.1

Legal Reference: