



SOCIAL MEDIA

The Quincy School District Board of Directors recognizes that social media is a tool that can be used to promote and enhance its education and communication goals. Social media includes websites that incorporate one or more of the following:

- **Blogs.** Web logs or journals where authors and users can post textual, audio, or video content, and permit others to post comments. Some websites allow individuals to create free standing blogs or use blog tools and message forums to engage users.
- **Microblogs.** Websites and spaces that allow users to post short blog entries (e.g., Twitter) and sites that invite users to post short status and location updates (e.g., Facebook and Foursquare).
- **Social networks.** Websites where users can create customized profiles and form connections with other users based on shared characteristics and interests. Websites are oriented toward personal social contact among “friends,” (e.g., Facebook and MySpace) or professional networking (e.g., LinkedIn).
- **Media sharing.** Websites where users post and share videos, audio files and/or photos as well as tag them to enable searchability (e.g., YouTube, Flickr, Picasa, and Google Video).
- **Wikis.** Resources or documents edited collaboratively by a community of users with varying levels of editorial control by the website publisher (e.g., Wikipedia).
- **Virtual worlds.** Web or software-based platforms that allow users to create representations of themselves to meet, socialize and transact with other users (e.g., Second Life).

Social media includes communication with students, employees and guests for educational purposes using school district-provided websites, platforms, resources or documents (e.g., Google Apps, Ning, Teacher Tube, Moodle, and Gaggle).

The District acknowledges that many existing laws and policies apply to social-media use by District staff, students, and the public. This includes but is not limited to laws and policies in the areas of civility, privacy, public records retention and disclosure, copyright, ballot measures, access to District resources, and First Amendment rights. The District will comply with these laws and update its existing policies and procedures in these areas to address social media.

Cross References

2021/2021P – Library Information and Technology Programs

2022/2022P – Electronic Resources and Internet Safety

2024/2024P – Online Learning



2025 – Copyright Compliance

2331 – Controversial Issues and Guest Speakers

3200 – Student Rights and Responsibilities

3207/3207P – Prohibition of Harassment, Intimidation and Bullying

3220/3220P – Freedom of Expression

3235/3235P – Protection of Student Personal Information

3240/3240P – Student Conduct Expectations and Reasonable Sanctions

4020 – Confidential Communications

4040/4040P – Public Access to District Records

5011/5011P – Sexual Harassment of District Staff Prohibited

5252 – Staff Participation in Political Activities

5253/5253P – Maintaining Professional Staff/Student Boundaries

Adoption Date: September 26, 2017

Quincy School District