

## **Guidelines for Staff Use of Social Media and Electronic Communication**

To provide guidelines for staff using social media and other forms of electronic communication in the safe and efficient operation of their classrooms, clubs and athletic teams. Guidelines were developed based on recommendations from OSBA, OSAA, and legal counsel.

1. Social media pages (i.e., Facebook, etc.) that represent LGSD schools or programs will be developed and managed by the building administrator, office personnel or designated staff person.
2. All district social media accounts will be open to the public. However, all information on these accounts will be controlled by building administration or their designee. Personal posts and comments will not be allowed.
3. Content on district social media pages may include:
  - a. Wins/Losses;
  - b. Pictures of students engaging in activities that are appropriate and do not compromise the safety, security, or personal privacy of staff, students, or other individuals. If parents have requested their student not be photographed, these requests will be honored per policy. Pictures from third parties may be sent to the individual schools, and may be posted on these pages;
  - c. Specific logistics and opportunities for skill development in or out of the district. Third party groups may submit these to building administration for review and post once approved.
4. Content on district social media pages will not include:
  - a. Scheduled social events (i.e., team dinners, activities, etc.);
  - b. Confidential information or disparaging comments about students, programs, or officials.
5. District personnel are highly encouraged to use email or other electronic tools that can be documented and focused to specific students, players, or families (i.e., TeamSnap, Remind 101, Class Dojo, Google Classroom, etc.) to communicate information or logistics beyond competitive events. Texts must be non-personal in nature, and be for the purpose of communicating information about classroom, club, or team activities. Texts should be sent to groups and not individual students. Electronic tools such as SnapChat, Instagram, Twitter, etc. that cannot be documented are highly discouraged. While discouraged, individual electronic communication to a student must include their parent as well.

6. Parent groups may set up social media accounts to share information about events and activities, but unofficial pages will be asked to denote that they do not represent LGSD or its' programs.

Example statement:

"This page is not connected to La Grande School District and its' programs, and does not represent or communicate their interests."

District staff may not own or operate these accounts directly connected to LGSD sports, clubs, or activities they supervise.

7. In using social media and other electronic communication, teachers, club advisers, and coaches should be aware of the following policies GBC, GCAB, Staff/Student Boundaries, and Staff and Instructional Volunteers Acceptable Use Agreement.
8. Requests by parents that their student not be contacted by any form of electronic communication by coaches or district staff shall result in immediate termination of such communication without any repercussions for such request.
9. Any abuse or misconduct regarding social media or electronic communication should be reported to building administration per school board policy GCAB.

La Grande School District strives to effectively communication with all stakeholders while promoting a safe and secure environment. When used effectively and in-line with district policy and guidance, social media can be a tremendous tool to communicate and celebrate student successes.