

CHAPTER 6.00 – PERSONNEL

DISTRICT- RELATED SOCIAL MEDIA ACCOUNTS

6.322

The Sarasota County School Board allows schools and the District Communications Department to use online social media to provide information to district families, students, staff and other members of the Sarasota County Schools community.

I. Definitions

- A. “Social media” include various online communications sites that enable subscribers to deliver information immediately through the Internet to an unknown number of fellow subscribers.
- B. “District technology” is technology owned or provided by the Sarasota County School District.
- C. “Personal technology” is any device that is owned by the user or provided by a third party other than the District.

II. Authorization of District Sites

District-related accounts on social media sites, including school accounts and accounts for clubs, teams, field trips, instructional courses, or other organizations or activities associated with the District or a District school must be authorized by the principal and his or her executive director. The content of the account is the responsibility of the designated content manager and his or her principal.

III. Relationship to Foundation and PTA Accounts

Authorized school social media accounts shall maintain a clear separation from any social media accounts managed by school foundations, booster clubs, parent-teacher groups or other affiliated organizations. Links to such affiliated accounts are permissible.

IV. Maintenance and Monitoring

- A. Content managers are responsible for monitoring and maintaining District-related accounts on social media sites.

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- B. Content must conform to applicable state and federal laws, including copyright and intellectual property laws, as well as Board policies and administrative procedures.
 - C. District accounts are intended as one-way communication tools to provide information to the community. Comments from other parties on the social media network will not be published.
 - D. Inappropriate postings should be removed immediately.
 - E. Failure to appropriately manage a social media account may result in cancellation of the account and/or disciplinary action.
- V. Acceptable Use
- A. District policies and procedures described in School Board Policies and Procedures, the Employee Handbook, the District Acceptable Use Policy, and District Staff Social Media Guidelines, including consequences for violations, apply equally to staff conduct on social media sites.
 - B. The contents of the District technology system are public records. District technology may only be used for legitimate school business. Users have no expectation of privacy.
 - C. Messages distributed with personal technology or originating off school property may nevertheless warrant disciplinary action if school or district authorities reasonably believe the content of the message has caused or will cause actual, material disruption of school activities, or interferes with staff members' ability to perform their job duties.

STATUTORY AUTHORITY: 1001.41, 1012.22, 1012.23, F.S.

LAWS IMPLEMENTED: 1001.43, 1012.22, F.S.

POLICIES: Advertising in Schools 9.40

PROCEDURES: Staff Social Media Guidelines
Acceptable Use Policy

HISTORY: **ADOPTED:**
FORMERLY: NEW
SARASOTA 6.322