

## SOCIAL MEDIA POLICY

### I. Statement of Intent

The purpose of this policy is to authorize use of social media by Questar III for official purposes, subject to this policy and subject to oversight by the District Superintendent and his or her designee.

### II. Applicability

Only Official Questar III Social Media is authorized to speak on behalf of Questar III. No other social media is so authorized.

### III. Definitions

**Social Media:** any form of online publication or presence that allows communication, including, but not limited to, social networks, blogs, Internet websites, Internet forums, and wikis. Examples of social media include, but are not limited to: Twitter, YouTube, Flickr, Google+, LinkedIn, Tumblr, Blogs, Instagram and Facebook.

**A. Official Social Media:** social media created by Questar III for official purposes in accordance with this policy. Such accounts shall be (1) linked to the Questar III website ([www.questar.org](http://www.questar.org)); (2) contain the Questar III logo; and (3) be subject to the control, oversight, and approval of the District Superintendent and his or her designee.

**B. Personal Social Media:** non-work-related use of social media. For example, a Questar III employee setting up a Facebook page or Twitter account for his or her own personal use.

**Outside Comments:** Posts, comments or other content posted to Official Social Media which was not generated by the District Superintendent or his or her designee.

**Tag:** adding one or more keywords words (the "tag") to a posting to create a link to another account. For example, to tag a photo on Facebook add the name of the individual in the photo and a link is created to the individual's Facebook account if one exists.

**Communicate:** To transmit, impart, post, document, message, or exchange thoughts, opinions, information, news, views, etc. via social media sites. Activities constituting communication include, but are not limited to: "friending," "following," "commenting," "posting messages," and "posting articles" using social media sites.

#### IV. Official Social Media

The District Superintendent and his or her designee shall have exclusive control over the Questar III-generated content on Official Social Media and reserves the right to remove Outside Comments in accordance with the websites' guidelines and its rules for commenting.

Prohibited items shall include, but are not limited to:

- A. Offensive or illegal material;
- B. Inappropriate comments;
- C. Defamatory, libelous, offensive, or demeaning material;
- D. Topics which are the subject of current or potential litigation or claims made against Questar III, the board of education, any component district, or any Questar employee or administrator;
- E. Any confidential student information; and
- F. Disparaging or threatening comments.

Questar III also reserves the right, but is not obligated, to remove outside comments on Official Social Media sites that contain commercial solicitations, contain political endorsements, are libelous or factually erroneous, are off topic, violate any Questar III policies or the host site's terms of use.

#### V. Use of Questar III Name and Logo

Only Official Social Media sites may use Questar III's name and logo. The Questar III name and logo must be used in accordance with Questar III's Style Guide. In addition, Questar III's name and logo shall not be used to promote a political party or candidate.

#### VI. Guidelines for Personal Social Media Use by Questar III Employees

Questar III takes no position on an employee's decision to use social media for personal purposes on personal time. (The personal use of these media during work hours or on Questar III equipment at any time is prohibited.) However, in order to avoid any adverse consequences, Questar III recommends that staff follow these guidelines:

**A. Questar III employees should exercise caution and common sense when using social media sites.**

Questar III employees are encouraged to use appropriate privacy settings to control access to their personal social media sites. Employees should be aware that there are limitations to privacy settings. Private communication published on the Internet can easily become public. Furthermore, social media sites can change their current default privacy settings and other functions. As a result,

employees have an individual responsibility to understand the rules of the social media site being utilized. Any posting on the Internet is permanent. When in doubt about the appropriateness of a posting, do not post.

Questar III employees should not “tag” photos or identify by name or social media account any other Questar III employee, Questar III volunteer, Questar III contractor (other than a family member) or Questar III vendor without the prior permission of the individuals being identified.

## **B. Professional Considerations**

Social media use has the potential to cause disruption at school and/or the workplace. Social media use can potentially violate Questar III policies, the Commissioner’s Regulations, and law.

The posting or disclosure of personally identifiable student information or confidential information via social media sites violates Questar III policies and privacy laws and is strictly prohibited.

Personal social media use by an employee should never damage Questar III’s reputation or the reputation of Questar III’s employees, students, or their families.

## **C. Communication with Students**

Be aware of the boundaries between professional and personal communication.

Exercise care in setting appropriate boundaries between their personal and public online behavior, understanding that what is private in the digital world often has the possibility of becoming public, even without one’s knowledge or consent.

In order to maintain a professional and appropriate relationship with students, Questar III employees should not communicate with students who are currently enrolled in Questar III schools or programs on social media sites. This is subject to the following exceptions: communication with parents/guardians or necessary communication in the event of an emergency.

If a student contacts or attempts to contact a Questar III employee inappropriately, through social media, the employee should notify his or her supervisor of the contact as soon as possible.

## **D. Press Inquiries**

Questar III employees may receive press inquiries through their personal social media. If such inquiries are related to Questar III, the employee should advise the inquiring entity that they are not a spokesperson for Questar III. Employees should forward all press inquiries to Questar III’s Office of Communication Services for any official response.

## VII. Relevant Laws & Questar III Policies

All Official Social Media Sites shall comply with existing regulations, Questar III policies and applicable laws.

ADOPTED: 07/10/14

### References:

State Technology Law, section 208

Student Records Policy 3-106

Questar III Records Policy 2-102

Data Classification and Management Policy 7-110

Information Security, Breach, and Notification Policy 7-211