

The Douglas County School District (DCSD) understands the benefit of social media to our schools and departments. Facebook, Twitter, Instagram, LinkedIn and other social media sites can serve as great communication avenues between the District and our community, but with additional reach comes more responsibility.

We ask that all DCSD schools and departments abide by the following guidelines.

Official Use of Social Media

Representing DCSD on Social Media is a Privilege, Not a Right

We believe in empowering leaders at our schools and departments and we know that communication is critical to their work. We encourage them to communicate important information, updates and promote events that are central to their mission.

Whenever posting on social media, use good judgment.

Even if social media avenues represent schools or departments, they also represent the entire District and therefore it is important that posts positively reflect on DCSD, as well as its students, employees, parents and community. Additionally, it is important that despite our many voices, that we speak with a single message that provides our community with clarity and understanding on the vision and work of the District.

Please Note: Any social media site representing the Douglas County School District, its schools, programs, departments or other entities is considered first and foremost the property of DCSD. While these avenues represent, are created and are managed by specific schools, programs, departments or other District entities, they ultimately represent the District. Therefore, at all times the avenues must be in compliance of DCSD's Board and Superintendent Policies, practices and policies, any school or department practices or policies, the posting policies of the particular social media site used, as well as local, state and Federal law. Additionally, posts must be in alignment with the District's message*. Failure to do so may result in the suspension or confiscation of the social media site, as well as disciplinary action for the responsible individual(s).

*This does not apply to social media sites organized and maintained by student journalists.

Please see [DCSD Employee Guide](#) for additional guidance on personal use of social media at work.

New Social Media Sites Must Be Authorized by DCSD Community Relations

If you are interested in creating a social media account, please contact DCSD Community Relations. The department is ultimately responsible for the District's brand and information avenues and will help coordinate the establishment of new sites.

Community Relations will facilitate the creation of a Google Group, which will allow joint ownership at both the school and District-level. This ensures the continuity of government and communications in all situations, including emergencies during which a school may be unable to access their accounts.

Schools should regularly change passwords, to ensure security of their accounts. These changes should be recorded with the associated Google Group.

Generally speaking, District departments are permitted to set up a single account, focused on sharing information and engaging the community around their work. Schools are permitted to set up additional accounts for corresponding to different organizations within the school – including different grades or departments, athletics, activities, clubs and student leadership. The school principal is responsible for all accounts. All must meet guidelines set within this document.

We are DCSD

All of us –together—comprise the Douglas County School District.

For this reason, we sincerely ask that all DCSD-related social media accounts “Like” or “Follow” the District's primary accounts:

Facebook: www.facebook.com/dcsdk12

Twitter: www.twitter.com/dcsdk12

Student Twitter: www.twitter.com/mydcsdk12

We will return the favor.

Our goal is to act as a network. Schools post information, photos and videos for their communities. Then the District can choose to share select posts with the wider District. Additionally, schools/departments are encouraged to “Share” or “Retweet” District posts that are relevant to their audiences. Finally, departments will be encouraged to respond to questions related to their sphere of responsibility on District social media sites in collaboration with DCSD's Communications Department.

Adopt DCSD's Social Media Policy

While social media provides an excellent opportunity to connect with the community, we must also be prepared to handle situations in which someone posts something that is not appropriate to our audiences. For this reason, we encourage every school/department to post the following statement on its Facebook accounts:

Douglas County School District (DCSD) welcomes the community's contributions to its Facebook Page (e.g. comments, photo tagging, wall posts, etc.), however DCSD's Facebook page is not considered a public forum.

Community-contributed content on the Page is the opinion of the specific author and does not represent DCSD.

DCSD abides by Facebook's Statement of Rights and Responsibilities, and the District asks its Facebook users to do the same. In particular, please do not "post unauthorized commercial solicitations (such as spam)"; "bully, intimidate, or harass any user"; "post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence"; or "do anything unlawful, misleading, malicious, or discriminatory" on DCSD's Facebook Page.

DCSD reserves the right, but is not obligated, to remove comments that contain profanity, solicitations for commercial or advocacy group interests; are factually erroneous/libelous; are wildly off-topic; that cannot be translated into English by Google Translate or other free online translation software; or that otherwise violate Facebook's Statement of Rights and Responsibilities. Facebook encourages all users to utilize the "Report" links when they find abusive content. Multiple abuses of our Facebook posting policy may result in a user being banned from DCSD's Facebook page.

Douglas County School District thanks you in advance for your contributions to the District's Facebook Page, and for your help in creating a safe and vibrant online community here.

It is the responsibility of the school or department to monitor their social media avenues to ensure that posts are civil, appropriate, on-topic and factually correct.

Only Post What You Own

Schools and departments must remain centered on the info they are responsible for.

For instance, departments and/or schools should not release information about criminal investigations, because that is the responsibility of law enforcement, unless they have explicit approval from law enforcement and District Communications.

Similarly, schools and departments should not promote their social media avenues as a source for emergency information. It is crucial that the District speak with a single voice during emergencies.

DCSD's official sources for emergency information, including closures, are the following District avenues:

Website: www.dcsdk12.org

Email, Voice & Text Messaging

Mobile App

Facebook: www.facebook.com/dcsdk12

Twitter: www.twitter.com/dcsdk12

Schools/departments are welcome to "Share" or "Retweet" official posts from the District or other authorities, to provide their community with accurate information outside of the scope of their responsibilities. This ensures that the source of the information is clear and directs questions/concerns to the proper entities.

Prepare Contingencies

Department and school leaders are primarily responsible for their social media accounts, but they should create contingencies to handle a variety of possible scenarios. Best practice is to provide access to a select group of trusted school administrators or staff members. This ensures a continuity of operations in the event of an emergency.

Updated: July 2016