

*Draft BUSD Administrative Regulation
Community Relations*

AR 1230.1

Websites and Social Media Maintained by School-Connected Organizations

Websites, social media pages, and email newsletters created and maintained by school-connected organizations are not official District publications, and shall clearly indicate that they are maintained by a separate entity, such as the PTA or a sports team booster group.

Any use of a name or logo affiliated with the district, a district school, or a school team shall require the prior consent of the Superintendent or designee.

District employees, such as principals and teachers, shall abide by all Board policies and administrative regulations when contributing to a website or social media maintained by a school-connected organization, including policies and regulations regarding public posting of student images and information.

The Superintendent or designee, such as the District's Communication Team, shall convene a workgroup of PTA members, principals, teachers, room parents, and volunteers to discuss and review best practices for websites, social media, and other forms of online communications on at least an annual basis.