

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 should 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.

On at least an annual basis, the Superintendent or designee shall convene a workgroup of key communicators, such as principals, teachers, and room parents along with representatives of school-connected organizations to discuss, share and review best practices for websites, social media and other forms of online communications.