



# Official Policy of Ogden Preparatory Academy

## 9. Information Systems

### 9.04.POL Social Media Policy

Effective/Revision Date: 7/21/22

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#### **PURPOSE**

The Ogden Preparatory Academy (the School) recognizes both the value and dangers of social networking sites. To protect School employees, students, parents, and resources, the School will develop policies and procedures for social media within our community.

#### **DEFINITIONS**

1. Internal Social Media: Social Media Accounts that are created by an employee of the School for the purpose of officially representing the school.
2. External Social Media: Social Media Accounts that are not created by or managed by the School. This may include personal accounts of students, employees, parents, and community members.

#### **INTERNAL SOCIAL MEDIA**

The Marketing Manager, working under the direction of the Administrative Team, will use various social media platforms to promote the School to the community.

The Marketing Manager will follow procedures developed by the Administrative Team in order to create, schedule, post, and interact with the community on social media (see SOCIAL MEDIA ADMINISTRATIVE PROCEDURES).

The Marketing Manager will monitor any external comments posted on internal social media posts per the administrative procedures. When needed, the Marketing Manager will use guidance from the procedures to respond to, report, or delete external comments that appear on internal posts (see JUSTIFICATION FOR REMOVAL).

#### **EXTERNAL SOCIAL MEDIA**

##### **Staff Social Media**

School employees who maintain a personal, social media presence shall do so in accordance with relevant laws and the Utah Professional Teaching Standards.

Employees will not allow students to access their external social media accounts. School employees shall not solicit students as friends on their external social media accounts or invite or encourage students to read or access their external social media accounts.

Employee external, social media postings may not violate any state or federal laws or the Utah Professional Teaching Standards. Accordingly, educators must comply with the federal Family Educational Rights and Privacy Act and may not post student photos or personally identifiable information without prior written parental consent.

School employees may face disciplinary action, including termination, for posts on their personal web pages or social media sites that meet any of the following criteria:

1. Violate School policies or state rules regarding professional conduct;
2. Create a disruption in the school;
3. Interfere with the employee's ability to serve effectively at the School;
4. Include defamatory or inflammatory toward the School or members of the School community.

School employees may not use School logos, mascots, symbols or trademarks on their external, social media accounts in a way that implies - directly or indirectly - that the account is affiliated with or managed by the School.

School employees experiencing an issue or concern related to their employment shall follow the Grievance Policy and other school policies.

### **Student Social Media**

As described in the Internet Safety and Acceptable Use Policy, the School will take steps to restrict access to non-educational sites on the school network; this may include social media sites (see Internet Safety and Acceptable Use Policy).

Students who maintain a personal, social media presence are encouraged to keep their accounts private, and the School encourages families to actively monitor their children's social media accounts.

While the school does not generally monitor student external, social media accounts, the School may attempt to view student accounts for the purposes of disciplinary investigations. External social media posts may be considered for disciplinary action if those posts fit any one of the following criteria:

1. The post was created during the school day;
2. The post was created using school resources;
3. The post shows or describes actions taking place on school grounds or during school-sponsored functions;

4. The post represents a violation of the Safe School Policy, Bullying Policy, or other School policy; or
5. The intent of the external post is to imitate or misrepresent the School.

The Marketing Manager will work with the Administrative Team using the Social Media Administrative Procedures to respond to and report external social media accounts according to this policy.

### **REMOVAL AND JUSTIFICATION FOR REMOVAL**

The School will develop Administrative Procedures to actively monitor, remove, or report internal or external posts or comments on The School’s social media accounts that fall within the following categories (see SOCIAL MEDIA ADMINISTRATIVE PROCEDURES):

1. Off topic
2. Politically related to a specific candidate or cause
3. Discrimination
4. Personal attack
5. Obscenity
6. Spam/Advertising
7. Copyrighted material
8. In violation of a privacy law
9. In violation of a school policy
10. Security or safety concern
11. Intended to imitate or misrepresent the School

### Document History

Approved: 7/21/22

### Legal References

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