



Official Procedure of Ogden Preparatory Academy

9. Information Systems

9.04.PRC.1 Social Media Administrative Procedures

Effective/Revision Date: 9/15/22

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PURPOSE:

The Administrative Team at Ogden Preparatory Academy (School) develops these procedures in order to monitor internal and external social media accounts that may have an impact on the school.

KEY ROLES:

1. Curriculum and Compliance Director: Oversees marketing and social media by communicating between the Marketing Manager and the Administrative Team.
2. Marketing Manager: Manages all internal social media accounts. Monitors, interacts with, and reports external accounts as needed. Reports concerns to the Curriculum and Compliance Director.
3. Building Administrators (Principals) and their Designees: Disciplines students as appropriate with school policy, including the Safe School Policy, and the Student Parent Handbook
4. Counselors: Communicate concerns about social media from students and parents to either Building Administrators or the Curriculum and Compliance Director.
5. IT Director: Responsible for whitelisting and blacklisting sites per the request of the Curriculum and Compliance Director or Building Administrators (or their Designees).

PROCEDURE FOR INTERACTING WITH EXTERNAL ACCOUNTS:

1. Any concerns from Board Members, Staff, or Students about specific accounts to be investigated shall be referred to the Curriculum and Compliance Director. The referral should include the account, platform, and nature of the concern. The Curriculum and Compliance Director will pass the account on to the Marketing Manager.
2. On a regular schedule, the Marketing Manager will check social media platforms for mentions and references of the School.
 - a. Platforms checked may include:
 - i. Facebook
 - ii. Twitter
 - i. Instagram
 - ii. Snapchat
 - iii. TikTok
 - iv. Other platforms as relevant

- b. The Marketing Manager will prioritize identifying accounts that include any of the following:
 - i. The School’s name as all or part of the account name.
 - ii. The School’s logo as a profile picture.
 - iii. Content that potentially violates the School’s Safe School Policy, including bullying.
 - iv. Content that is false, misleading, or represents libel.
 - c. In addition, the Marketing Manager can reference any of the Justifications for Removal referenced in the Social Media Policy
2. When there is an account of concern, the Marketing Manager shall take the following actions:
- a. When possible, use the comment feature to publicly comment on each objectionable post using the script provided.
 - b. When possible, privately message the user of the account using the script provided.
 - c. When possible, report each individual post that falls under either 1.b.iii or 1.b.iv. above to the hosting platform.
 - d. When possible, report the entire account to the hosting platform.
 - e. Involving the Curriculum and Compliance Director as needed, generate a list of students to be interviewed who may know more information about the account. Communicate this list to the Building Principal.
 - f. Log the actions taken on the Social Media Account Actions sheet.
 - g. Recheck accounts listed periodically to update their status on the list.
3. Building Administrators and their Designees are responsible for logging any disciplinary action taken as a result of investigating the accounts into the relevant digital systems.

SOCIAL MEDIA RESPONSE LANGUAGE

1. When COMMENTING publicly on a post:

This is a member of the Ogden Preparatory Academy Administration. We are commenting on this post to let our community know that OPA does not endorse this post and has concerns about its effect on our community. We are taking steps to report this post or this account, and we encourage members of our community to contact the Ogden Preparatory Academy Administration with any information about the owner of this account or the content in this post. At OPA, we are committed to our foundations: Be Safe. Be Respectful. Be Prepared. Be Responsible.

2. When DIRECT MESSAGING an account (message viewable only to the account owner):

This is a member of the Ogden Preparatory Academy Administration. We are writing to let you know that this account or specific posts on this account may violate school policies or

procedures. This is particularly true if the owner of the account is a student, parent, or staff member.

We are asking the owner of this account to please remove this account voluntarily. If you choose not to remove the account, we will take relevant actions with this social media platform and other authorities to report and remove the account in order to protect the reputation of our school and the school community.

Please be notified that if the school receives information about the identity of the owner of this account, we will take any action permitted by our school policies or other legal actions.

Document History

Approved: 7/21/22

Revised: 9/15/22 *Revised to include role of IT Director*

Legal References