

POLICY RELATING TO PUPIL SERVICES

SOCIAL MEDIA

Section I: Introduction

The Wachusett Regional School District recognizes that our students must learn to utilize modern online tools for social and educational collaboration. These tools, include, but are not limited to:

- Social networks (Facebook, Twitter, etc.)
- Email, chat, and other messaging technologies
- Message boards and forums
- Blogs and collaborative websites

Section II: Goals of the Policy

The Wachusett Regional School District Committee permits the use of social media platforms that support instructional opportunities and the social/emotional development of students. The District promotes educational uses of technology, including social media tools, along with appropriate training for students and staff on safety, proper use, and management of innovative learning tools.

Social media platforms will be used in District schools to achieve the following goals:

- Educate students, staff, and parents/guardians about the concerns and benefits of social media
- Access social media during and beyond the school day for educational purposes, social/emotional development, and other acceptable school-related uses
- Explore ways to integrate social media with classroom teaching and learning
- Integrate student publication with authentic social media environments
- Encourage the use of technology-based interventions to support student learning
- Allow for ongoing interaction between students and teachers for appropriate school-related use
- Promote student interaction with peers, outside organizations, and professionals in a global community
- Offer and encourage student use of online resources to communicate and seek support for bullying and safety concerns
- Encourage parent/guardian interaction with teachers and schools through the use of digital communications and social media environments

POLICY RELATING TO PUPIL SERVICES

SOCIAL MEDIA (continued)

Section III: Guidelines for Use of Social Media Platforms

Any use of social media platforms, whether in District schools or related to District programming, will adhere to the following guidelines:

- All use of social media tools must comply with District acceptable use policies, inclusive of but not limited to Policy 6532 Videotaping and Photographing of District Students and Policy 6531.2 BYOD (Bring Your Own Device).
- All staff and student online communication is subject to state and federal laws, such as the Family Educational Rights and Privacy Act (FERPA), and District policies governing communication
- All staff and student online communication is subject to policies ensuring safe environments for students and staff free from bullying, harassment, and other forms of unwanted communication that threaten well-being and productivity
- Staff and District administration are encouraged to collaborate in developing social media tools
- Staff social media accounts used to communicate with current WRSD students will be established using District email accounts and will remain separate from any personal staff social media accounts
- Educational social media accounts maintained by staff members shall not contain personal information
- District staff shall not subscribe to students' personal postings in social media platforms not controlled or monitored by District staff

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