

CHESTER COUNTY INTERMEDIATE UNIT 24

SECTION: OPERATIONS

TITLE: SOCIAL MEDIA

ADOPTED: SEPTEMBER 18, 2019

REVISED:

815.1 SOCIAL MEDIA	
1. Purpose	The purpose of this policy is to ensure the orderly operation of the Chester County Intermediate Unit's (CCIU) schools/programs by establishing standards for the operation of intermediate unit social media accounts and personal social media accounts, and to differentiate between personal and third-party social media accounts and those accounts controlled by the CCIU.
2. Delegation of Responsibility	The Executive Director or designee shall develop procedures to implement this policy, and may delegate to his/her designee(s) the right to enforce this policy.
3. Definitions	<p>Discriminatory or Harassing Comments – comments or imagery that attack or mock an individual due to his/her real or perceived race, color, national origin/ethnicity, gender, age, disability, sexual orientation or religion.</p> <p>Limited Public Forum – a government operated location where the public may comment and post online, subject to viewpoint neutral guidelines.</p> <p>Non-public Forum – a government operated location where the public may not comment or post online; free expression by the public is restricted regardless of message or viewpoint.</p> <p>Personal Social Media Account – a social media account, regardless of platform, that is operated by a CCIU employee or school board member for his/her personal use, including personal professional development. A personal account is not regularly used to promote or communicate about CCIU events or activities, or the activities of students.</p> <p>CCIU Social Media Account – a social media account, regardless of platform, that is operated by a CCIU employee in his/her professional capacity, and that is designed to further the educational mission of the CCIU by communicating with members of the intermediate unit community and the general public.</p> <p>Third Party Social Media Account – a social media account, regardless of platform, that is operated by a volunteer, student, parent, alumnus, or other member of the public on behalf of a club, foundation, sports team, or other extracurricular group affiliated with the CCIU. Third party social media accounts</p>

<p>4. Guidelines</p> <p>CCIU Policy 815</p> <p>CCIU Social Media: Key Considerations Form</p>	<p>are <i>not</i> operated by CCIU employees or school board members.</p> <p>If any social media post is published using CCIU technology resources, including: computing devices, mobile devices, and networks, the intermediate unit’s acceptable use policy applies and is hereby incorporated by reference.</p> <p><u>CCIU SOCIAL MEDIA ACCOUNTS</u></p> <p>CCIU social media accounts must remain professional and consistent with the educational mission of the CCIU at all times. The operators of intermediate unit social media accounts are responsible for the content on the social media accounts that they manage.</p> <p><u>Account Ownership</u></p> <p>CCIU social media accounts are owned by the CCIU, and operated by CCIU employees or school board members on behalf of the CCIU. The Director of Communications or designee shall maintain a list of all social media accounts operated by the CCIU, along with a list of credentials to access the accounts.</p> <p>Employees who desire a social media account for their professional use and/or the representation of the CCIU purpose must receive permission from executive director or designee. Requests will be reviewed by Executive Director or designee and a determination as to whether to approve or deny the request will be made within two weeks of receipt of the request. All CCIU social media accounts must be created by Director of Communications or designee. Similarly, anyone wishing to use the CCIU logo and/or intellectual property for the purpose of social media, must receive prior written permission from the Director of Communications or designee.</p> <p><u>Photos, Videos, & Livestreams of Students</u></p> <p>CCIU social media account operators may post photographs, videos, and livestreams of students engaged in the educational process or at school-related events <i>unless</i> the student’s parents have opted the student out of FERPA’s directory information sharing, or if parents have declined to sign the CCIU’s release form. The operators of CCIU social media accounts are responsible for complying with this provision.</p>
<p>U.S. Const. Amend. I</p>	<p><u>Public Comments</u></p> <p>All CCIU social media accounts shall operate as either a non-public forum (where the public may not comment on the CCIU’s posts), or as a limited public forum, where the public may comment publicly on the CCIU’s posts – subject to certain guidelines. Whether a social media account is operated as a non-public forum or limited public forum shall be determined by the Executive Director or designee.</p> <p>The following types of content are prohibited from CCIU social media and shall be removed immediately upon discovery. In addition, social media accounts that operate as a limited public forum shall include a prominent link to the following comment guidelines:</p>

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<p>22 Pa. Code § 235.9</p>	<ul style="list-style-type: none">a. Comments must be related to the original CCIU postb. No personal attacksc. No lewd, vulgar, or obscene postsd. No discriminatory or harassing commentse. No posts promoting violence or illegal conductf. Derogatory language or demeaning statements about or threats to any third partyg. Inappropriate or incriminating images depicting sexual harassment, vandalism, stalking, drinking, drug use, criminal activity, or other inappropriate behaviorh. Inappropriate languagei. Content that violates state or federal lawj. Partisan political activityk. Online gamblingl. Information that is obscene or untruem. Obscene image(s) or contentn. Content that harasses third partieso. Postings that offer goods or services for personal financial profitp. Personal communications or social relationships unrelated to CCIU businessq. Material protected by copyright <p>Individual comments or posts that violate the above guidelines may be deleted (if possible, given the social media platform) without further notice. Posts may <u>not</u> be deleted simply because they are critical of the CCIU, or because they promote an unpopular opinion, if the post otherwise complies with the above guidelines.</p> <p>CCIU social media account operators may not block users from accessing the CCIU’s social media posts. The Director of Communications or designee shall refer any user who repeatedly violates the above guidelines to the Executive Director for further investigation and potential legal remedies.</p> <p><u>Tagging/Mentioning & Hashtags</u></p> <p>CCIU social media account operators may tag the social media accounts of educational applications, products, and services, so long as the intermediate unit and its employees do not receive financial or other tangible compensation for the tag. Hashtags aiming to group a series of posts must be unique to the respective event/topic/program.</p> <p>CCIU social media account operators shall not tag individual students using their social media usernames or handles, but may tag other adults and/or community organizations. CCIU may accept tags from community members at its discretion.</p> <p>CCIU social media accounts shall not be used to communicate directly with students. One-to-one communication with a student shall be limited to electronic resources provided by the CCIU, such as e-mail or classroom management applications.</p> <p><u>Accessibility</u></p> <p>All content posted to CCIU social media accounts shall be as accessible to</p>
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<p>28 C.F.R. § 35.160</p>	<p>individuals with disabilities as it is to non-disabled individuals. To ensure accessibility, so long as the social media platform allows, social media posts must:</p> <ul style="list-style-type: none">a. include alternate text or detailed captions for imagesb. include captions for videosc. avoid images of text, whenever possibled. avoid acronyms, wherever possiblee. ensure that links to PDFs are accessible to screen readers <p>The Communications Director or designee shall ensure that all individuals operating CCIU social media accounts receive training on social media accessibility.</p> <p><u>Copyright</u> The copyright for all content posted to CCIU social media accounts must be either owned by the CCIU, licensed by the copyright owner, or not subject to copyright protection. The operator of a CCIU social media account is responsible for ensuring compliance with this provision.</p> <p><u>Retweets/Reposts</u> In accordance with this policy, CCIU social media accounts may highlight social media posts by others by retweeting or reposting their messages. Retweeting or reposting student social media messages is prohibited by CCIU staff.</p> <p><u>PERSONAL SOCIAL MEDIA ACCOUNTS</u></p> <p>CCIU employees may not use personal social media accounts to communicate privately (via direct message or private chat) with students concerning any CCIU business. One-to-one electronic communication with a student concerning any CCIU business shall be limited to the electronic resources provided by the IU such as e-mail or classroom management applications.</p> <p>CCIU employees are urged to exercise extreme caution before communicating with students via social media about non-school matters. Such electronic communication may cross professional boundaries in violation of the Pennsylvania Code of Professional Practice and Conduct for Educators, and the Educator Discipline Act. CCIU employees are urged to maintain strict professional boundaries on social media, and to protect against even the appearance of impropriety.</p>
<p>CCIU Board Policy 317.1</p>	<p>Employees engaging in inappropriate communication with students will be investigated by school officials and, if warranted, will be disciplined, up to and including termination. Depending upon the nature or severity of the offense, the Intermediate Unit may notify the proper authorities, including the Pennsylvania Department of Education, local police and child welfare agencies for further investigation.</p> <p>CCIU employees and board members shall not post personally identifiable and otherwise confidential information from educational records on their personal social media accounts. Personally-identifiable information includes information</p>

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<p>22 Pa Code §235 et seq.</p> <p>24 P.S. §§2070.1 et seq.</p> <p>20 U.S.C. § 1232g; 34 C.F.R. Part 99</p> <p>24 P.S. § 11-1122</p> <p><i>Pickering v. Board of Education</i>, 391 U.S. 563 (1968)</p> <p>5. Consequences</p>	<p>that could indirectly identify a student through linkages with other information.</p> <p>CCIU employees are strongly encouraged to utilize privacy settings on personal social media accounts to ensure that a professional boundary is maintained between the employee and students and parents.</p> <p>The CCIU does not actively monitor personal social media accounts for its employees. Nonetheless, should the CCIU administration or school board’s attention be brought to a personal social media post that demonstrates insubordination, immorality, cruelty, unlawful discrimination, other unlawful act(s), or that impedes the efficient and effective operation of the CCIU, the employee may be subject to disciplinary action.</p> <p><u>THIRD PARTY SOCIAL MEDIA ACCOUNTS</u></p> <p>Third party social media accounts are not operated or controlled by the CCIU. These accounts are privately created and maintained, and are not actively monitored by the intermediate unit.</p> <p>Third party social media accounts may <u>not</u> use the CCIU’s logo or CCIU school/program logo, unless given express written permission by the Executive Director or designee.</p> <p>The CCIU encourages the operators of all third-party social media accounts to be good-faith ambassadors of the CCIU, and to operate these private social media accounts in a manner that represents the CCIU in a positive light.</p> <p><u>Consequences for Violation of this Policy</u></p> <p>Employees that violate this policy may be subject to disciplinary action, up to and including termination of employment.</p>
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