

No. 1190  
SECTION: COMMUNITY RELATIONS  
TITLE: DISTRICT USE OF SOCIAL MEDIA

ADOPTED: 3/18/14  
READOPTED: 11/15/16  
REVISED:

## OXFORD AREA SCHOOL DISTRICT

The purpose of this policy is to establish and maintain communication that informs the parents/guardians, public and other members of the district community and involves them in the educational goals and programs of the district's schools.

The Board of School Directors, in an effort to ensure and enhance the possibilities for excellence in the education of our youth in a free society, presents and endorses this statement of policy on public information because of its conviction that (a) the public schools belong in every sense to the people who created them by consent, and support them by taxation; (b) the school are only as strong as the intelligent and informed support of the people of the community; and (c) the support of the people must be based upon their knowledge of, their understanding about and their participation in the aims and efforts of the public schools.

It shall be the policy of the district to:

1. Keep the citizens of the district regularly and thoroughly informed through all the channels of communication on all the policies, programs, problems and planning of the district;
2. Explain the programs, achievements and needs of the schools to parents/guardian and the community as a whole;
3. Determine which particular areas of the school program, policies or operations need further clarification or explanation;
4. Keep students, staff members, parents/guardians and residents fully informed about the district policies, procedures and district-wide activities;
5. Operate in public session, as speedily and efficiently as circumstances permit and with appropriate public participation;
6. Invite the advice and counsel of the people of the district as all times and especially at all regularly scheduled meetings of the Board.
7. Solicit the sound thinking and studied counsels of the people through advisory committees selected from the community and appointed by this Board to consider selected topics which vitally affect the future of our youth.

It shall be the responsibility of all district staff to:

1. Acquaint students, staff members, parents/guardians and residents with the work of the schools and students through a variety of media, including but not limited to:
  - a. Interschool communications
  - b. Bulletin boards
  - c. District produced cable television

- d. District website
  - e. District email distribution lists
  - f. District produced publications such as the official student newspapers
  - g. Transmissions through students to their homes by the district
  - h. District-sponsored social media created and maintained by the district for purposes of promoting the district's public relations objectives. This may also include other forms of social media specifically authorized by the Board prior to their implementation. In this context, "social media" means forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content. Social media comments will be disabled.
2. Give courteous and thoughtful consideration to all inquiries and suggestions and carefully investigate all complaints.
  3. Make parents/guardians, volunteers and visitors feel welcome in the school and in the classroom in accordance with established procedures.
  4. Cooperate with parent-teacher and other community groups.
  5. Maintain student relations that encourage cooperation of the home.
  6. Observe interstaff relations conducive to high morale that merits the respect of students and citizens.

The Superintendent shall establish regulations implementing this policy which shall implement this policy and, in particular, govern use of district-sponsored social media consistent with the educational mission of the district.