



Cumberland School Department Policy Manual

STUDENTS RIGHTS AND RESPONSIBILITIES

J

SOCIAL MEDIA

J-26

Introduction:

This Student Social Media Policy is intended to foster the thoughtful and responsible use of social networking and related technological communication tools. The Cumberland School Department has enacted this Social Media Policy because it has an overriding interest and expectations in how Social Media should affect and influence the classroom and educational process, as well as in deciding what is “spoken” on behalf of Cumberland School Department on the Cumberland School Department’s Social Media. This policy may be updated from time to time and amended at the discretion of the School Board, and shall be supported and enforced by the Superintendent’s Office.

Definitions:

For purposes of this policy, the following terms have the following meanings:

- a. “*Content*” includes, but is not limited to, comments, information, articles, messages, pictures, videos, or any other form of communicative content;
- b. “*Cumberland School Department*” includes, but is not limited to, the Cumberland School Department and its schools and their teachers, staff, faculty, administrators, school committee members, representatives, and agents; and
- c. “*Social Media*” includes, but is not limited to, any accessible, expandable, and upgradable publishing technologies, websites, and/or applications, whether on the Internet or not, as well as any associated accounts, and the Content created by and through these technologies, websites, and/or applications.

Administration and Violation:

The Cumberland School Department shall monitor its Social Media to ensure adherence with this policy. Any violation of this policy will be subject to disciplinary sanctions included in the Student Handbook and/or the policies of the Cumberland School Department.

Creation and Use:

No student shall use or create Social Media representing or purporting to represent the Cumberland School Department without prior, written administrative approval. Any student authorized to use and/or represent the Cumberland School Department via its Social Media shall conduct themselves at all times as representatives of the Cumberland School Department in accordance with all of the Cumberland School Department’s rules, regulations and policies.



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The use of any Social Media belonging to the Cumberland School Department is at all times subject to administrative approval and oversight. The Cumberland School Department, specifically its Director of Technology and/or his or her designees, shall at all times have access to and administrative control of the Cumberland School Department's Social Media.

Content:

Content posted to any Cumberland School Department Social Media must comply with the terms and conditions of the particular Social Media, and the Cumberland School Department reserves the right to report any violation of those terms so the Social Media may take appropriate and reasonably responsive action. Consistent with federal, state, and local laws and regulations, Content perceived as containing any of the following, but not limited to, inappropriate forms and/or types shall not be permitted on the Cumberland School Department's Social Media and is subject to immediate removal and/or restriction:

- a. Profane, obscene, violent or pornographic Content and/or language;
- b. Defamatory or personal attacks;
- c. Threats to any person or organization;
- d. Encouragement of illegal activity;
- e. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, disability, sexual orientation, gender identity, genetic information, religion, age, family status, military status, or source of income;
- f. Conduct in violation of any federal, state, or local law, rule or regulation;
- g. Information tending to compromise the safety or security of the public or public systems;
- h. Content violating a legal ownership interest including the intellectual property of any party;
- i. Content not related to the original topic or to the business of the Cumberland School Department, including random or unintelligible comments;
- j. Solicitation of commerce including the advertising of any business or product for sale;
- k. Personal or confidential information; and/or
- l. Any other Content deemed inappropriate by Cumberland School Department consistent with federal, state, or local law, rule or regulation;.

The Cumberland School Department reserves the right to restrict or remove any Content that is deemed in violation of this policy or any applicable laws, rules, regulations, or policies, as well as to deny access to the Cumberland School Department's Social Media to any person who violates this policy, at any time and without prior notice.



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Student Use:

No student shall disrupt classroom activity or the educational process by or through the posting, forwarding, or otherwise disseminating of any Content on or through Social Media. Students may access Social Media through Cumberland School Department owned devices or networks for educational purposes only. Students are urged to use caution and good judgment when communicating via Social Media, and all students are encouraged to attend training on Internet Safety.

Student Social Media:

The Cumberland School Department shall not require, coerce, or request any student and/or prospective student to, nor discharge, discipline, penalize, fail, or refuse to admit, or threaten the same for refusing to, disclose his or her password or provide access to his or her Social Media account(s), add a teacher, administrator, or other school employee or school volunteer to his or her Social Media contact, and/or alter settings associated with his or her Social Media so that a third-party may view or access the Social Media.

Approved by Policy & Procedures Sub-Committee: 4/9/2019

1st Reading Approved by Cumberland School Committee: _____

2nd Reading and Approval by Cumberland School Committee: _____