



Posting and Commenting on School-Affiliated Social Media

Establishing a School-Affiliated Social Media Account

1. By participating in Royalton-Hartland School District social media, **you are prohibited from:**
 - Posting material that is obscene, vulgar, harassing, threatening, pornographic, illegal, commercial, repetitive, abusive, hateful, embarrassing and profane.
 - Posting someone else's personal information.
 - Posting links to sites that contain viruses or malicious software.
 - Posting material that infringes on the rights of any third party.
 - Posting advertisements.
 - Impersonating someone else.
 - Creating any form of social media on behalf of the Royalton-Hartland School District.
 2. By participating in Royalton-Hartland School District social media, **you agree that you:**
 - Will be respectful and civil to other members, even if you disagree with them.
 - Will assume responsibility for all material you post on RHCSD social media.
 - Will obey all relevant social media platform's terms of service.
 3. Royalton-Hartland School District reserves the right (but is not obligated) to:
 - Reproduce, distribute, publish, edit, modify or otherwise use your posting for any purpose in any form on any media.
 - Post-moderate all communications.
 - Terminate a user's access to RHCSD social media upon any breach of the guidelines outlined in this document.
 - Edit communications on any of RHCSD's social media pages, regardless of whether such communications violate these standards.
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Quality Control/Content Integrity

1. When posting the name of the school district, use the grammatically correct hyphenated title "Royalton-Hartland" or "Roy-Hart". It is **not acceptable** to post "royhart" or "Royhart" or any version of the school district name that varies from the correct form
2. When designing posts use the official Roy-Hart purple (hex #63419a) and plain white as well as the [official logos found here](#).
3. Posting student photographs is acceptable if done so in accordance with the District's Photo Release Policy. All photographs posted should represent the District in a positive manner.

Professionalism is required; do not post photos that could potentially damage the reputation of the District, District employees or students. Official photography will not be edited ("Photoshopped") to misrepresent a situation or otherwise violate the public's trust. Imagery should be limited to standard darkroom edits (brightness, contrast, sharpness, color, cropping), unless it's clearly an illustrative work or captioned as such.

4. Do not post confidential or proprietary information about the District, its students, alumni or employees. Use good judgment and follow District policies (i.e., FERPA). Refrain from using information and conducting activities that may violate local, state or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws contact the Technology Department. **Good practice when posting students' names is to only publish their first name and last initial.**
5. Personnel responsible for posting acknowledge and agree that when they create or post material on RHCSd social media they are in effect "content publishers" and as such are subject to a host of ethical and legal obligations including, but not limited to, compliance with the federal Digital Millennium Copyright Act. As "content publishers" what you write is ultimately your responsibility. If it seems inappropriate or may create controversy, use caution. If you're unsure, discuss it with your administrator.
6. Individuals identified as managers of school-affiliated social media accounts are responsible for managing and monitoring content. Managers are responsible to notify the district about content that may violate the District's Social Media Guidelines for Employees. Inappropriate, offensive, injurious and illegal content or information that may compromise a student, employee or school's safety or security must be removed by RHCSd administrators, via the technology office, or by the request of the Superintendent.
7. Choose whom you follow wisely: It is generally highly discouraged to follow or friend any student currently enrolled in any school within the District, Pre-K through 12, or their parents. Your social media platform is intended as a broadcast medium and is an official extension of the district itself. Following other districts, teams, media outlets and official pages is acceptable.

Royalton-Hartland School District does NOT reject unfavorable/negative comments (in context of conversation), but comments containing any prohibited material found in Guideline 1 will be removed. Any user who feels any communications on Royalton-Hartland School District social media are objectionable may contact Mrs. Jill Heck, Director of Technology and Assessment at jheck@royhart.org. Please be specific and include a link if possible.

The District reserves the right to require the removal of any content which the District solely deems as a violation of any rule, regulation, or policy (e.g. vulgar, defaming, harassing, inappropriate). The District also reserves the right to end the right of any individual to post through district-affiliated social media for any reason. The Superintendent and the District reserve the right to end any district social media account created.