

**KBCA Social Media Policy (See IIBG, IIBGC)**

**KBCA**

The District supports the use of appropriate social media platforms by staff, students and the community and believes it is essential for users to use this privilege in an appropriate and responsible manner. The District's website, Facebook page, Twitter account, and any other District operated social media sites, are to serve as communication channels for distributing official district information to parents, students, staff members, patrons, and other interested parties inside and outside of the District community and to provide on-line access to District resources. The District website and its social media sites are considered publications of the District and are, therefore, subject to the same type of editorial review as other official District publications. The District operates its social media sites as limited public forums for the dissemination and exchange of information of interest to parents, students, staff and the community.

The District encourages interaction from social media users but is not responsible for comments or wall postings made by visitors to its social media pages or outlets. Users should participate in social media sites at their own risk. The appearance of external links posted by visitors to its social media sites does not constitute endorsement on behalf of the District.

All users must understand that the social media sites are not an open forum, but instead moderated online discussion sites and the District reserves the right to remove at any time and without prior notice any and all comments or other material posted on its social media sites that does not conform to board policy or any applicable law and to deny access to District social media sites to any individual who violates such rules, policy or law. The District reserves the right to remove content or posts containing:

- Comments, pictures or graphics that are violent, obscene, defamatory, abusive, profane, vulgar or sexually explicit;
- Personal attacks upon or derogatory, false or defamatory comments concerning any individual or such individual's character or appearance;
- Comments or information concerning confidential matters involving individual District students or staff members, or that violate the privacy of any School District student or staff member;
- Content that expresses, promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, physical or mental disability or national origin;
- Sexual content or links to sexual content;
- Advertisements or solicitations for private business or commerce;
- Content that is unlawful or in violation of District policy or regulations, or that encourages, promotes or condones such unlawful conduct, activity or violation;
- Threats or other information or comments that, in the sole judgment of the District, compromise the safety or security of students, staff or other individual or any school or other public facility or systems;
- Content that violates copyrights or property interests of any other party;

- Content that includes private or personal information (including addresses, telephone numbers, email addresses, etc.) regarding themselves or others;
- Comments or posts in support of, or in opposition to, the nomination, retention or election of any person to public office, or that urge voters to vote in favor of or against any ballot issue or referred measure, including any posts containing links to political campaign or candidate websites; and
- Comments or posts that are excessively long or repetitive, or that concern topics or issues that are inappropriate or not District-related.

Complaints about posts on District social media sites or questions about the social media sites should be directed to the District's Director of Communications.

Approved: April 4, 2016