



ROCKLIN ACADEMY FAMILY OF SCHOOLS

Rocklin Academy Family of Schools Social Media Policy

The Rocklin Academy Family of Schools (“RAFOS”) Board of Directors (“Board”) adopts this Policy to govern official RAFOS school websites/webpages and social media network platforms, including but not limited to, blogs, Facebook, Instagram, and Twitter accounts. The purpose of RAFOS-sponsored social media network platforms shall be to strengthen communication with parents/guardians, staff, and community members; to further the RAFOS vision and mission; to announce information regarding RAFOS programs; provide educational resources to parents/guardians; and to promote RAFOS events.

RAFOS reserves the right to determine the platforms for its online communication and to limit its official website and social media communication to RAFOS messages only.

RAFOS requires students and employees who use online platforms, including social media, for RAFOS-related purposes to do so solely to support RAFOS’s educational mission and in a manner consistent with applicable law, applicable RAFOS Board policies, rules, and technology use agreements.

Definitions

Social media network platforms shall include, but are not limited to, any online platform for collaboration, interaction, and active participation, websites/webpages, blogs, and social media networking sites such as Facebook, Instagram, Twitter, YouTube, or LinkedIn.

RAFOS-sponsored social media includes RAFOS and school sites that have been authorized by the Executive Director or designee. Sites that have not been authorized by the Executive Director or designee, but that contain content related to RAFOS or comments on RAFOS programs or operations, such as a site created by a Parent School Partnership (“PSP”), booster club, foundation, other school-connected organization, or a student's or employee's personal site, are not considered RAFOS websites or social media pages.

Content Protocols

Official RAFOS-sponsored social media networking sites shall be used to provide current and useful information regarding RAFOS’ school programs, activities and operations in accordance with the content requirements and protocols described below.

Public Disclosures

RAFOS-sponsored social media shall prominently display the following public disclosure statements, or include a link to this Policy, if there is not enough space for the following:

- The purpose(s) of the site with a statement that users are expected to use the site only for the intended purpose(s).
- A statement that users are personally responsible for the content of their posts, and that RAFOS is not responsible for the content of external online platforms.
- A disclaimer that the views and comments expressed on the site are those of the users/commentator and do not necessarily reflect the views or policies of RAFOS and do not imply endorsement or agreement by RAFOS.
- A statement that the site is regularly monitored and that any inappropriate post will be promptly removed.

Specific Content

- Only the social media page administrator(s) of official RAFOS-sponsored networking sites are permitted to post content. Individuals may post comments, consistent with this policy.
- Posted content shall further or be related to the purpose of the site; announce information regarding RAFOS programs or operations; provide educational resources to students or parents/guardians; or promote RAFOS events.
- Students, staff or other individuals may not use the comments of RAFOS official social media sites to post links to their personal web pages, social media pages or other online services, unless related to the purpose of the site and/or is academic in nature and consistent with RAFOS policies and rules. RAFOS is not responsible for the content of external online platforms.
- Any use of copyrighted material or the intellectual property of others on official web sites/pages must be authorized in advance by the owner of the material or permitted by applicable copyright law.
- Home addresses, personal telephone numbers and personal email addresses of staff members shall not be posted on RAFOS social media websites/pages.
- RAFOS and schools' social media websites/pages shall not include content that is obscene, libelous, or slanderous, or which creates a clear and present danger of inciting unlawful acts, violates school rules, or substantially disrupts the school's orderly operation.
- Social media web pages and blogs, which allow commenting, are required to be moderated, as set forth in this Policy.
- Any RAFOS social media site or website must contain a prominent link to RAFOS' public website with the following link (URL): <http://www.rocklinacademy.com>.
- Material placed on a social media page or website is expected to meet academic standards of proper spelling, grammar and accuracy of information.
- Confidential information regarding RAFOS or its employees may not be posted.

Use of Student Information

- Student first and last names may be not be posted without written consent of the student's parent/guardian.

- Student work may be published on a web page provided no identifiable information is included on the student work, unless a parent has opted out via the Emergency Card.
- Student mailing addresses, email addresses and/or phone numbers shall not be posted in any public web space or private web space unless parent/guardian written permission is obtained before the information is posted.
- No confidential Student information or records may be posted.

Use of Images/Videos

- Images include photographs, video or live video.
- Reasonably identifiable images shall not be published if the student’s parent/guardian has submitted an “opt-out” form.
- “Reasonably identifiable” refers to images of students that can be recognized – not images of backs of heads or blurry photos where individual features become unrecognizable.
- Images of a student shall not be published with both first and last name without prior written consent of the student’s parent/guardian.

Authorization of Official School Social Media Sites/Accounts

The Executive Director or designee shall authorize the development and use of all RAFOS official school or sponsored social media sites. RAFOS has reserved official school social media accounts for each RAFOS school. A list of Official Sites may be found on our website.

For additional social media pages/accounts to become official, schools must submit the [Social Media Participation Approval Form](#) to communications@rocklinacademy.org to obtain the reserved page names. The form requires that the school identify a social media page administrator/editor. All RAFOS official social media pages will use the RAFOS assigned login and password.

Only designated RAFOS or school leaders may administer official RAFOS-sponsored social media pages/sites. The social media page administrator(s) shall be responsible for monitoring and ensuring that all content and posts on the site are consistent with applicable law, RAFOS Board policies, rules, and technology use agreements.

Requirements for an official Rocklin Academy Social Media account:

- The [Social Media Participation Approval Form](#) must be completed and submitted to communications@rocklinacademy.org
- Before publishing/launching an official school social networking page or site, the site or page must be approved.
- The social media site or web page profile picture must contain an image of the school or school’s logo.
- All social media site or web page content must be accurate, kept up-to-date and current.
- Social media site comments must be monitored daily. The social media site administrator is responsible for promptly removing any inappropriate content on pages, consistent with this policy.
- Only page administrators may post content on the site. The social media site administrators

may but are not required to permit viewers to comment.

- Clubs, teams, or other school-related organizations that want to be associated with an already established “Official School” site must adhere to the social media protocols and terms of use.

For more information contact communications@rocklinacademy.org.

Public Comment

RAFOS reserves the right to prevent access to all viewers from commenting on its official social media site. When comments are permitted, RAFOS welcomes members of the community to contribute to RAFOS-sponsored social media pages and post comments that are in accordance with the protocols stated above.

RAFOS does not intend to create an open public forum by allowing public participation on any RAFOS-sponsored social media site and does not otherwise guarantee an individual’s right to free speech on such sites. RAFOS social media sites are moderated and shall contain content that is appropriate for all audiences.

The purpose of RAFOS social media sites are to inform and engage with RAFOS students and their families, staff, residents and other interested persons to provide current and useful information regarding programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The RAFOS social media site administrator or designee may block or remove any content from RAFOS-sponsored social media sites at any time without prior notice if the content is inappropriate; in violation of any agreements, terms, policies, procedures, or rules established by RAFOS or the social media provider; or whenever RAFOS deems it in its best interest to do so, provided the decision is based on viewpoint-neutral considerations.

Posts may be blocked or removed if they violate RAFOS policies, procedures, or rules, applicable federal and state laws, technology use agreements; or violate the following:

- Posts must be civil, respectful, courteous and professional;
- Posts must be relevant to the stated purpose of the site and not clearly off-topic;
- Post may not incite individuals in a manner that does or is likely to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school’s educational environment;
- Posts may not include advertising or postings of commercial nature, political activity, gambling, drugs, alcohol, or other related postings;
- Posts that are obscene, libelous, discriminatory, harassing, contain vulgar language (including vulgar language using masked symbols (\$%*)), personal attacks of any kind, offensive comments, or comments that target or disparage any protected classes;
- Posts containing photographs or videos are not permissible by anyone other than by

- official social media site administrators or other specifically authorized RAFOS personnel;
- Posts that reference or are chain letters, pyramid schemes or fraudulent or deceptive messages;
 - Posts that infringe on copyrights or trademarks;
 - Posts that contain links to inappropriate websites;

Comments posted by a member of the public on social media networks are the opinions of the commentator, and do not imply endorsement of or agreement by RAFOS and do not necessarily reflect the opinions or policies of RAFOS or its employees;

RAFOS thanks you in advance for your contributions to RAFOS social media sites, and for helping to create a safe and vibrant online community.

The use of the Rocklin Academy name and/or logo or the name and/or logo of any RAFOS school without the prior written consent and authorization of RAFOS is strictly prohibited. Only the official RAFOS-sponsored social media sites have permission to use any RAFOS school name or logo. RAFOS reserves the right to pursue legal action against any unauthorized use of the Rocklin Academy name and/or logo or the name and/or logo of any RAFOS school.

For more information regarding social media sites, contact communications@rocklinacademy.org.

APPROVAL FORM

Instructions

Step 1: Review the Rocklin Academy Social Media Participation and Protocols

Step 2: Complete the Rocklin Academy Social Media Participation Approval Form. All fields must be completed for consideration.

Step 3: Send completed form to the communications@rocklinacademy.org

School or Department Name:	Date:
Page/Site Administrator (Principal) Name:	Phone: Email:
Choose type(s) of account(s): <p style="text-align: center;">Facebook Twitter Instagram</p>	
<u>Page/Site Editor Name:</u>	Date Signed:
<u>Editor Signature:</u>	Desired Launch Date:
<input type="checkbox"/> Editor: I have read, reviewed and will adhere to the Social Media Participation and Protocols and platform Terms of Use.	
Administrator: I agree to allow the forenamed editor to post to our Social Media page knowing that they have read, reviewed and agree to adhere to the Social Media Participation Protocols and Terms of Use for each platform. This approval will be in place until otherwise notified.	
Administrator Signature:	Date:

RETURN THIS COMPLETED FORM TO THE COMMUNICATIONS DEPARTMENT:

communications@rocklinacademy.org