

*KD***SCHOOL DISTRICT SOCIAL MEDIA WEBSITES - REGULATIONS****GENERAL GUIDELINES**

1. The Superintendent or designee reserve the right to remove and/or not post any comments at any time, for any reason. The District reserves the right to remove postings that:
  - a. are abusive, defamatory, or obscene;
  - b. are fraudulent, deceptive or misleading;
  - c. target, disparage, or discriminate on the basis of ethnicity, race, religion, sexual preference, age, sex, or disability;
  - d. contain spam, advertising, solicitations or include links to other sites;
  - e. contain confidential information;
  - f. are in violation of any intellectual property right of another;
  - g. are in violation of any law or regulation;
  - h. violate any School District policy; or
  - i. are otherwise offensive, graphically or in tone.
  - j. contain complaints about District staff.
2. The main page of every District-sponsored social media site should indicate it is the "Official page of the School District."
3. Written parental release is required before posting of student photographs in District-sponsored social media. Posting of photographs or videos of students in violation of any law or regulation is not permitted. Obscene images and videos will not be posted. Release by verified email address with phone or other oral confirmation is acceptable.
4. To the extent possible, the content posted on District-sponsored social media pages are preserved and archived using policies and procedures that are consistent with the District's records retention and disposal policies.
5. Endorsements of any product, cause, political party or political candidate are forbidden.
6. The District should make a reasonable effort to block followers who are deemed inappropriate if they can be seen by others viewing its Follower list.
7. All content on the District's Facebook page must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news or general information relating to work, activities and accomplishments of the District and its staff, as representatives of the District.

8. The privacy settings of the District's Facebook page are managed by the page administrator(s). All posting of comments on the District's Facebook page are at the discretion of the page administrator(s). The page administrator(s) reserve the right to remove or not post any comments at any time, for any reason.
9. The District's Facebook page is a means to connect to the public. Accordingly, the District will not use Facebook to send direct private messages to individuals.

**Legal References:**

*RSA 189:1-e, Directory Information*

*20 U.S.C. §1232g, Family Educational Rights and Privacy Act*

*34 C.F.R. Part 99, Family Educational Rights and Privacy Act Regulations*

***Legal References Disclaimer:*** *These references are not intended to be considered part of this policy, nor should they be taken as a comprehensive statement of the legal basis for the Board to enact this policy, nor as a complete recitation of related legal authority. Instead, they are provided as additional resources for those interested in the subject matter of the policy.*

Board Approved:        03/24/2025