



STAFF SOCIAL MEDIA AUTHORIZATION CHECKLIST

To authorize a new or existing school related social media account:

- Go to www.d15.us/socialmedia
- Read “Staff Social Media Guidelines”
- Fill out and submit the “Staff Social Media Authorization Form”

When creating and using your site, please remember:

- Any newly created (or existing) social media site must be completely separate from your personal social media accounts
- Owners of sites existing prior to the adoption of these guidelines should complete the *Request for Social Media Site* form post-haste to gain formal approval for their site.
- Any approved official presence on social media sites outside of those created and monitored by the district’s Communications Office, departments, or school offices shall include the following text:
 - **“THE VIEWS EXPRESSED ON THIS SITE MAY NOT REFLECT THE VIEWS OF MARQUARDT SCHOOL DISTRICT 15. THIS SITE CONTAINS USER-CREATED CONTENT WHICH IS NOT ENDORSED BY THE DISTRICT”**
- District employees are allowed to post photographs and videos of students on school-related social media sites unless a pictured student is on the “opt-out” list maintained by the school office.
- Do not include personally identifiable information (full name, home town, etc.) of any student while posting photo of the student on social media.
- In the case of student recognitions (honors, awards, etc.) the students’ first and last names may be posted **only with written consent of the parent or guardian**. Parent permission is also required before posting student work with the students’ personally identifiable information online.
- Group/class projects that do not contain students’ personally identifiable information are okay to post.
- Because online content can be spread in mere seconds to a mass audience, the District encourages employees before posting or responding on social media to ask themselves whether they are comfortable having this information printed in the newspaper alongside their photo.