

Policy

Descriptor Code: I FBGB

Web Pages and Social Media

It is the policy of the Richmond County Board of Education to utilize electronic communication and web tools, including web pages and social media platforms, for the purpose of maintaining an online presence, as well as communicating and collaborating with students, parents, employees and members of the community. These tools shall be used to support the mission, goals and objectives of the Richmond County School

15 USC 6502

Children's Online Privacy Protection Act - Collection and

Procedure
Web Pages and Social Media

Descriptor Code: IFBGB-1

PURPOSE

The Richmond County Board of Education desires to utilize electronic communication and web tools, including web pages and social media platforms, for the purpose of maintaining an online presence, as well as communicating and collaborating with students, parents, employees and members of the community. These tools shall be used to support the mission, goals and objectives of the Richmond County School System ("RCSS" or "System").

This procedure establishes the rules and regulations on the use of RCSS web pages and social media platforms. These rules apply to all account holders and users of the System's communication system regardless of employment status. This procedure addresses the privileges, responsibilities and guidelines for proper web publishing on the System's web server and addresses proper use of System-sponsored social media as well as guidelines and recommendations for personal use of social media.

ONLINE CONTENT COORDINATOR

The Superintendent, or designee, will designate an individual or individuals to serve as the System Online Content Coordinator, responsible for maintaining System-sponsored web sites and social media accounts and for compliance with all Richmond County Board of Education policies, any implementing regulations, and local, state, and federal laws.

The System Online Content Coordinator will maintain and distribute this Procedure for use with System-sponsored web sites and social media. All material placed on the System's web sites or social media accounts will be consistent with this Procedure and approved by the System Online Content Coordinator. This Procedure shall also apply to and may be distributed to employees and students who maintain a personal online presence. This Procedure includes guidance for avoiding disruption of the school environment.

The System Online Content Coordinator will create a registration procedure for use by individual schools, teachers, students, and extracurricular organizations that wish to create System-sponsored web pages and social media accounts.

SYSTEM-SPONSORED WEB SITES AND SOCIAL MEDIA ACCOUNTS

A. Establishment and Maintenance

The System may establish and administratively maintain one or more web sites (including an official System

- (ii) Richmond County Board of Education information;
- (iii) Individual school information;
- (iv) Teacher or classroom information;
- (v) Student projects; and
- (vi) Extracurricular organization information.

B. Web Pages and Social Media Accounts Created by Individual Schools, Teachers, Students, and Extracurricular Organizations

Individual schools, teachers, students, and extracurricular organizations may create System-sponsored web pages and social media accounts, provided they have properly registered with the System

as System employees, but they must be clear that they are expressing views as an individual, not as a representative of the System.