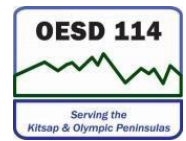




Social Media Policy



Purpose

To address the fast-changing landscape of the Internet and the way members of our community communicate and obtain information online, our Early Learning department recognizes the use of social media as a tool to further the goals of and the mission of our work, where appropriate.

This policy establishes guidelines for the use of social media and staff professional conduct when engaging in the Early Learning Department social media platform. Social media is defined as any form of online publication that allows interactive communication, including, but not limited to, social networks, blogs, websites, Internet forums, and wikis. Examples of social media are Facebook, Twitter/X, Instagram, YouTube, Pinterest, Tik Tok and LinkedIn.

Social Media Planning and Use

The Olympic Educational Service District 114 Early Learning Department will engage in social media platforms to engage with the community, creating posts that are strengths-based, easy for readers to understand, and culturally and linguistically responsive and appropriate.

The intent of using social media platforms for the Early Learning department is to:

- Increase family engagement
- Increase enrollment in programs
- Increase community engagement
- Educate the community about program offerings and opportunities
- Recruit employees, both in permanent positions and in our substitute pool
- Build partnerships in the community

Acceptable Use Policy:

The OESD 114 Early Learning Department has created a social media page to serve as an additional means to share department events, provide information, and share happenings and learning within our community. Messages posted to this social media page do not necessarily represent the views of OESD 114 or the Early Learning Department who reserves the right to remove comments and/or report users who post comments that, at our discretion, bully, intimidate, or harass any individual; contain obscenity, nudity or violence; are commercial solicitations; are factually erroneous, libelous, or wildly off-topic; are from anonymous blog trolls; constitute incitement to violence or violation of law or OESD 114 policy, or which constitute true threats; or that otherwise violate State law, OESD 114 policy, or the social media site's own policies.

Comment Moderation

- All comments will be reviewed and cleared (moderated) before they are posted.
- Comments will not be posted if they contain:
 - Blatantly partisan political views
 - Explicit commercial endorsements
 - Discriminatory, racist, offensive, obscene, inflammatory, unlawful or otherwise objectionable statements, language or content.

Moderation of Third Party Content

This OESD 114 Early Learning social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed if possible when the content of a post:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

Public Records Law

This OESD 114 Early Learning social media site is subject to applicable public records laws. Any content maintained in a social media format related to district business, including communication posted by the OESD 114 Early Learning department and communication received from citizens, is a public record. The department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

External Link Endorsement Disclaimer - Links and Pop-Up Advertisements

Our website links to federal agencies and, in some cases, to private organizations. You are subject to those sites' privacy policies when you leave our site. Reference in this website to any specific commercial product, process, service, manufacturer, or company is not an endorsement or recommendation by the us and we are not responsible for the contents of other websites. When visiting our website, your browser may also produce pop-up advertisements. These advertisements were most likely produced by other websites you visited or third-party software on your computer. We do not endorse or recommend products or services for which you may see a pop-up advertisement while visiting our site.

Employee Social Media Code of Conduct Expectations

Employees representing the Early Learning Department through our social media page or participating in other social media platforms must recognize the importance of maintaining a high level of ethical conduct and professional decorum, as agreed to when signing the annual Code of Ethical Conduct. When engaging in the Early Learning Department social media platform, information must be presented following professional standards for good grammar, spelling, brevity, clarity, and accuracy, and avoid jargon, obscure terminology, or acronyms.

Staff recognize that the content and messages they post on social media websites are public and may be cited as official Early Learning statements. Social media should not be used to circumvent other district communication policies, including news media policy requirements.

Staff are discouraged from "friending" and engaging with enrolled families on any social media platform to maintain and respect professional boundaries.



Social Media Policy



Staff may not publish information on Early Learning social media sites that includes:

- Confidential information about staff, enrolled children or families
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM