



# SOCIAL MEDIA POLICIES

## Introduction

Lowell Area Schools is active on social media to engage with our community, and to show our mission in the spirit of high expectations, ensuring all students master essential skills, empowering them to become lifelong learners, and contributing, responsible members of our global community in action.

Because we are a public school regulated by federal, state, and local laws, we have set some community guidelines. By using any Lowell Area Schools social media site, you accept and agree to these Terms, together with Lowell Area Schools' privacy policy.

Lowell Area Schools' social media properties, Facebook, Twitter, Instagram, and YouTube are public, which means that anyone can see your posts on our social channels. In addition, your posts may show up in search engine results.

While we encourage open conversation, we will remove posts that do not follow our community guidelines. This forum contains the opinions and views of other users. While we moderate our channels to help ensure that posts comply with our Guidelines, we are not responsible for the accuracy or reliability of any comments or materials posted by users.

For the benefit of discussion and building our online community, comments must remain on topic. While we welcome constructive criticism, we may delete negative comments about Lowell Area Schools that are not relevant, accurate, or do not add to the overall community experience.

## Basic Guidelines

- Be respectful of others, use common courtesy, and remain on topic
- Submit original content. Avoid posting anything you know or suspect to be false
- Do not post someone else's copyrighted work unless you have permission
- Anything posted to Lowell Area Schools' Social Media Sites can and may be used for any purpose we deem, including promotional material
- Never post confidential information, conversations, personal or identifying information like your family or another family's or student's information including but not limited to account number, address, phone number, email address, or social security number
- Lowell Area Schools is not responsible for views expressed other than our own
- Lowell Area Schools Social Media Sites are moderated by Lowell Area Schools employees. We make every effort to respond within 24 hours; however, we cannot guarantee that we'll reply to every comment.

## **Customer Service Inquiries**

Social media has also become a customer service outlet. We do our best to respond to your request on any of our open Social Media Sites. Lowell Area Schools may occasionally identify and respond to customers seeking assistance with school-related issues and forward you to the appropriate school administrator or staff member.

## **LOWELL AREA SCHOOLS ONLINE & SOCIAL MEDIA COMMUNITY POLICIES**

### **1. Monitoring and Moderation Policies**

Though Lowell Area Schools social media accounts are monitored by Lowell Area Schools employees, Lowell Area Schools reserves the right to delete comments or posts that we find abusive, inflammatory, or inappropriate. Broader community guidelines include:

- Social Media is a place for conversation between the community and Lowell Area Schools. It is not a substitute channel for services or general questions. Please visit [LowellAreaSchools.com](http://LowellAreaSchools.com) for more information.
- Do not post material you do not have the right to post without written permission (such as copyright, other people's posts, etc.).
- Lowell Area Schools reserves the right to ban users from our social media sites for violations of community policies. Any comment(s) posted which appear to be criminal or implies/instigates violence will be reported to the proper authorities.

### **Removal Of Posts / Banning of Users**

We review every comment and post. We reserve the right to remove any member who violates these guidelines, or we consider objectionable. We may ban offenders from our communities.

We may also delete comments or posts that we decide are:

- offensive, profane, inappropriate, or culturally/racially/gender/ socially insensitive, defamatory, harassing, or disruptive.
- Sexually explicit, indecent, or pornographic material. This includes disguised profanity where the members choose symbols, initials, intentional misspellings, or other means that suggest profane language.
- Threats; personal attacks; abusive, those directed against a person rather than the position they are maintaining or arousing/intended to arouse angry or violent feelings; or harassment or stalking of any individual or entity.
- Falsely stating or intentionally misrepresenting a person
- Content containing hate speech, discriminatory comments about age, gender, nationality, sexual orientation, socio-economic status, ethnicity, race, religion, nationality, political affiliations, or disability.
- Libelous, inaccurate, or false information that in any way misleads
- Any content that contains a link to malware, spyware, virus that can harm a user's computer.
- Repeated posts/comments.
- Solicitations or content that promotes causes, campaigns, or political views/commentary.
- Any posts that may constitute a criminal act or liability, or that violates international, national, or local laws.

### **Suspension/Termination/Reporting to Authority**

Our primary focus is always on community and student safety. We may suspend, ban or block members who are repeat offenders and those who make significant violations to the guidelines. When necessary, we will also, whether required by the platform's terms of service or on our own, refer and/or work with said platform and any necessary authorities to pursue violations.

If you wish to report or flag a user post/comment as inappropriate, please follow the current process on the platform where the post/comment originated.

### **2. Comment and Posting Policies**

Community participants are responsible for their comments or posts. The opinions, statements, and viewpoints expressed by community participants (including Lowell Area Schools employees/contractors) do not necessarily reflect the opinions of Lowell Area Schools or constitute an official position of Lowell Area Schools.

Lowell Area Schools is not responsible for any opinions expressed in user comments. We trust conversations will follow the rules of polite discourse. Please treat one another and our employees with respect.

### **Links To Third-Party Sites**

Occasionally we post links to sources outside of our environment. This does not constitute an official endorsement of Lowell Area Schools.

### **3. Copyright and Intellectual Property Policies**

By submitting content, you agree that you are the copyright owner or you have written permission to use the content.

Distributing unauthorized copies of copyrighted material, like artwork, text, recordings, designs, photos, or derivative works is prohibited and will be removed.

### **Ownership And License of The Content You Post**

Posting photos, tagged photos, comments, posts, videos, ideas, or any other content on our Social Media Sites, you are granting Lowell Area Schools non-exclusive rights to redistributed, republish, or use the material. Including but not limited to promotional materials across the district. By posting you agree that you have permission or that you own said post and give us the above rights.

### **4. Employee Responsibility Toward Social Media Policy**

Lowell Area Schools employees must follow district policy and procedure when using social media. Employees will not share private or confidential information/data about the district's services, students/families, or operations and must not speak for the district without express written authorization from the administration to do so.

Consider using school-established communication channels for specific issues related to your job. We encourage staff to join all our social media outlets and participate in conversations with

our community, but we urge you to direct your complaints or concerns about your job or working environment to your supervisor.

## **5. Privacy and Security Policies**

### **Respect Others' Privacy**

Protect your privacy. Do not share personal information about you, your family, or other community members on the Lowell Area Schools Facebook, Twitter, Instagram, YouTube, or other Lowell Area Schools sites.

## **6. Modification of Community Guidelines**

These Guidelines are subject to revision by Lowell Area Schools. We reserve the right to alter these guidelines at any time without notice.