

ASPEN ACADEMY

Adopted: Nov 19, 2019

Revised: _____

Reviewed: _____

POLICY 535 SOCIAL MEDIA

The official School website serves as the primary authorized Internet-based presence of the School Board and School for the electronic posting and provision of public information about the Board and the School.

As a secondary resource for electronically providing routine public information about the School, the School Administrator may approve the establishment of one or more School accounts through third-party electronic social media applications. Any such account(s) shall be maintained in a manner consistent with the following requirements, as well as any other standards or rules that the School Administrator or designee may establish:

1. The primary purpose of any School social media account established pursuant to this policy shall be the communication of information from and about the School to school families and the larger community, including communications issued for public relations purposes.
2. At the discretion of the School Administrator or designee, the School may choose to use its social media account(s) to include school announcements of the activities and accomplishments of any groups that have been organized primarily to support a school-related purpose, such as parent-teacher organizations or after school activities, provided that the same standards apply to all such groups when similarly situated.
3. To the extent consistent with the School's policies and notices regarding photography, pictures of individually-identifiable students engaged in school-related activities may be posted or displayed through a School-sponsored social media account provided that the student(s) in the pictures are not also identified by name in the posting or display. Any time the School wishes to post a student's name through a School-sponsored social media account, the School shall first obtain the advance consent of the student's parent.
4. All postings and comments to a School-sponsored social media site shall reflect the Aspen Academy THINK Values. Any comments found to be non-compliant can be "hidden" or deleted at the School Administrator or designee's discretion.