

Red Wing Public Schools
2451 Eagle Ridge Drive
Red Wing, MN 55066



Phone 651.385.4500

www.rwps.org

School Board Meeting Agenda Item

Topic: Approval of Social Media Policy
Contact(s):
Presenter(s): Anne Robertson, Communications Manager

Nature of Action Requested

Board Action
Board Information or Report

Background Information

Over the past several years, there have been questions about the appropriateness of some comments made on district social media accounts. We have concluded that a policy should be implemented addressing when to remove comments from social media threads. Attached is the social media policy presented for approval.

There have been some questions posted about the proposed policy. One question relates to removing or editing comments on Facebook pages that contain false information. Anne Robertson explained that the district will not edit comments; instead, we will remove the comment entirely. In addition, the district's official social media platforms/pages/accounts are extensions of our classrooms. We especially want to ensure that the platforms/pages/accounts tied to specific schools contain information appropriate for their age group. Legal counsel reviewed the proposed policy and made the recommendation about "comments that contain false information or are off-topic."

Anne Robertson also explained that she does not review every social media post or comment because that work would consume a large portion of her work time. Anne will be formulating districtwide social media best practices guidance and training communications support on the following topics:

- How and when to post;
- What to look for in comments / reactions to posts;
- When to share posts; and
- How social media platforms are changing

Recommendation

I move approve the Social Media Policy as presented.