



**FOREST LAKE AREA SCHOOLS**

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(651) 982-8100 • [www.flaschools.org](http://www.flaschools.org)

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May 10, 2019

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FROM: Donna M. Friedmann   
Director of Administration & Human Resources

SUBJ: POLICY COMMITTEE MEETING

The next meeting of the Policy Committee will be held promptly @ 7:00 pm on Thursday, May 16, 2019, in the boardroom at the district office. The agenda for this meeting is enclosed. Please contact me at (651) 982-8123 if you are unable to attend this meeting.

DMF/kk

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*Forest Lake Area Schools • Independent School District 831 • Equal Opportunity Employer*

INDEPENDENT SCHOOL DISTRICT NO. 831  
Forest Lake, Minnesota 55025

*Policy Committee Meeting*  
*May 16, 2019 – 7:00 p.m. – District Office Boardroom*

**AGENDA**

1. Review Social Media Policies from Other School Districts
  2. Wellness Policy 546 – No changes from Kathy Hoff
  3. Students Participating in National & World Academic Competitions Policy 533
4. Consideration of Other Policies to be Scheduled for Review
  5. Other Matters
  6. Annual/Requested Policy Reviews
    - Family & Medical Leave Policy 428 (September 2019)
    - Mandated Reporting of Maltreatment of Vulnerable Adults Policy 414 (September 2019)
    - Mandated Reporting of Child Neglect or Physical or Sexual Abuse Policy 522 (September 2019)
    - Student Sex Nondiscrimination Policy 421 (October 2019)
    - Technology Acceptable Use and Safety Policy 540 (October 2019)
    - Out-of-State Travel by School Board Members Policy 103B (November 2019)
    - Crisis Management Policy 538 (December 2022 – 5 year recall)
    - Bullying Prohibition Policy 541 (December 2019)
    - Harassment and Violence Policy 425 (December 2019)
    - Transportation Employee Drug & Alcohol Policy 430 (December 2019)
    - Student Transportation Safety Policy 531 (December 2019)
    - School Board Member Reimbursement Guidelines Policy 103A (January 2020)
    - Discipline Policy 515 (March 2020)
    - Wellness Policy 546 (April 2020)
  7. Future Policy Review
    - Naming of School Buildings or Portions Thereof Such as Naming a Gymnasium
    - Random Drug Testing
  8. Policies at School Board for Action:
    - Special Education Records and Records Retention Policy 505A – Pending MN Historical Society Review



4038

## Social Media Use

**Policy 4038**

Original Adoption: 08/12/2014

Effective Date: 08/13/2014

Revision Dates:

Review Dates:

### **I. PURPOSE**

Social media has become an increasingly important part of our ability to communicate with families, students, staff and the community. The District recognizes the need to embrace this valuable avenue of communication and engagement in order to serve our students. The District also recognizes the need to use these powerful tools responsibly in an ever-changing environment. The purpose of this policy is to guide both professional, educational and private use of social media for district schools, departments and staff.

### **II. DEFINITIONS**

A. "Public online social media" are defined to include, but not be limited to:

1. Websites,
2. Web logs (blogs),
3. Wikis
4. Social Networks,
5. Online Forums,
6. Virtual worlds,
7. Any other interactive social media generally available to the public on the internet (e.g. Tumblr, Facebook, Twitter, LinkedIn, Flickr, YouTube, blog sites, etc.)

B. "District-approved, password protected online social media" are interactive media within the District's electronic technologies network or which the Superintendent, or Superintendent's designee, has approved for educational use, including, but not limited to:

1. MPS Google™ accounts;
2. District authorized interactive portions of MOODLE™.

### **III. GENERAL STATEMENT OF POLICY**

A. Only those public online social media accounts approved by the District may use the District name, or name of any of its schools or departments, its mascots or team names in its title or style, or otherwise present an image in words or visual images that purports to identify the social media account with the Minneapolis Public Schools, its schools, departments, activities or programs.

B. The Superintendent is authorized to establish public online social media accounts on behalf of the District, its departments, schools, official activities or programs for the purposes of informing the public generally and specifically regarding district messages.



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- C. The Superintendent, or Superintendent's designee, may authorize establishment and use of public online social media accounts by teachers for educational uses for their classes.
  - D. Teachers, coaches and district-approved student activities must use District-approved password protected online social media for educational or activity purposes, as these sources are within the District's ability to filter content and access, and allow the district to exercise greater authority to protect students from inappropriate content and to limit public access within these forums.
  - E. For any established and authorized public online social media account a district employee shall be designated as the site manager. Any security, log-in credentials, or passwords for such accounts must be shared with the site manager's supervisor and the Superintendent, or Superintendent's designee.
  - F. A live link to approved social media sites created under this policy may be placed on school, department or district websites.
  - G. Sites created under this policy must comply with the District's policies on use of the educational network and internet.
  - H. Sites created hereunder, and the district employees or contractors who manage them, must comply with the public online social media's rules for civil discourse and adhere to any age restrictions established by the social media owner.

#### **IV. PERSONAL USE OF PUBLIC ONLINE SOCIAL MEDIA BY EMPLOYEES**

- A. The decision to make personal use of public online social media is left to the discretion of each employee, or other district personnel.
- B. While the District does not affirmatively monitor employee or independent contractor use of public online social media, it may take appropriate responsive action when it becomes aware of, or reasonably suspects, conduct or communication on a public online media site that adversely affects the workplace or violates applicable professional codes of ethics or other laws.
- C. Employees will be held responsible for disclosure, whether purposeful or inadvertent, of confidential or private information, information or data that violates the privacy rights, or other rights, of a third party, or for the content of anything communicated by the employee on any public online social media. An employee who fails to comply with this policy and rules established by the Superintendent may be subject to disciplinary and other consequences, up to and including termination of employment.



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**V. RESPONSIBILITY**

- A. The Superintendent is authorized to promulgate regulations for the implementation of this policy.
- B. The Superintendent is authorized to establish application processes for schools, departments, services and student activities to establish public online social media accounts.
- C. The Superintendent may establish required training for users of public online social media.
- D. All site managers are responsible for adhering to district policy and applicable law in the use and content of the sites under their management.

***Legal References:***

- 15 USC § 6501 *et seq.* (Children's Online Privacy Protection Act)
- 17 USC § 101 *et seq.* (Copyrights)
- 20 USC § 6751 *et seq.* (Enhancing Education through Technology Act of 2001)
- 47 USC § 254 (Children's Internet Protection Act of 2009 [CIPA])
- 47 CFR § 54.520 (FCC Rules Implementing CIPA)
- Minn. Stat. §125B.15 (Internet Access for Students)
- Minn. Stat. §125.B.26 (Telecommunications/Internet Access Equity Act)

***Cross References:***

- MPS Policy 1040 (Student and Staff Data Protection)
- MPS Policy 4002 (Harassment and Violence Prohibitions)
- MPS Policy 5201 (Bullying and Hazing Prohibition)
- MPS Policy 6415 (Internet and Educational Network Use)

Adopted: 8/17/2015

Reviewed: \_\_\_\_\_

**DISTRICT POLICY NO. 524.1**

**ALBERT LEA AREA SCHOOLS  
DISTRICT 241**

**EMPLOYEE USE OF SOCIAL MEDIA**

**I. PURPOSE**

The Albert Lea School District recognizes the importance of using social media as a communication and learning tool. The purpose of this policy and the accompanying guidelines is to address employee use of social media in the classroom and also to provide guidance to employees on the maintenance of professional ethics and boundaries when utilizing social media in their personal and professional lives.

**II. GENERAL STATEMENT OF POLICY**

The District recognizes the importance of online social media networks as a communication and e-learning tool. Toward that end, the District shall provide password-protected social media tools and District-approved technologies for e-learning and encourages use of District tools for collaboration by employees. However, public social media networks outside of those provided by the District may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent, or designee, and parental consent for student participation on social networks.

The District may use these tools and other communication technologies in fulfilling its responsibility for effectively communicating with the general public. However, employees must avoid posting any information or engaging in communications that violate state or federal laws or District policies.

The line between professional and personal relationships is blurred within a social media context. When employees choose to join or engage with District students, families or fellow employees in a social media context that exists outside those approved by the District, they are advised to maintain their professionalism as District employees and have responsibility for addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting.

**III. DEFINITIONS**

1. Public social media networks are defined to include: Web sites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally

available to the public or consumers and which do not fall within the District's electronic technologies network (including but not limited to Facebook, Twitter, Google Plus, LinkedIn, Flickr, YouTube, Instagram, and blog sites.)

2. District approved password-protected social media tools are those that fall within the District's electronic technologies network or which the District has approved for educational use. The District has greater authority and responsibility to protect minors from inappropriate content and can limit public access within this limited public forum.

#### **IV. Personal Use of Public Online Social Media by Employees**

The decision to make personal use of public online social media is left to the discretion of each employee. District 241 does not monitor employee use of public online social media; however, it may take appropriate responsive action when it becomes aware of, or suspects, conduct or communication on a public online social media site that adversely affects the workplace or violates applicable professional codes of ethics.

Because readers of social media networks may view the employee as a representative of the schools and the District, the District requires employees to observe the following rules when referring to the District, its schools, students, programs, activities, employees, volunteers and communities on any social media networks.

- A. An employee's use of any social media network and an employee's postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable District policies.
- B. Employees must consider their role as school personnel before posting or communicating content that is obscene, profane, harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or bullying.
- C. Employees should not use their District e-mail address for communications on public social media networks for personal use.
- D. Employees may not act as a spokesperson for the District or post comments as a representative of the District, except as authorized by the Superintendent or the Superintendent's designee.
- E. Employees may not use or post the District logo on any social media network without permission from the Superintendent, or designee.
- F. Employees may not post images on any social media network of co-workers without the co-workers' consent.
- G. Employees may not post images of students on any social media network without written parental consent, except for images of students taken in the public arena, such as at sporting events or fine arts public performances.

- H. The District recognizes that student groups or members of the public may create social media representing students or groups within the District. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the District.
- I. Employees have responsibility for maintaining appropriate employee-student relationships at all times. This includes using professional judgment when necessary for the safety of students online and responding appropriately as a mandated reporter when applicable.
- J. Employees may not disclose information on any public online social media site that is private, confidential, or owned by the District, its students, or employees or that is protected by data privacy or copyright laws or by District Policy, Protection and Privacy of Pupil Records.

***Cross References:*** MSBA/MASA Model Policy 423 (Employee-Student Relationships)  
District 241 Policy 430 (Professional Ethics)  
MSBA/MASA Model Policy 524 (Technology Acceptable Use)



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# MINNETONKA PUBLIC SCHOOLS

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## POLICY #470: EMPLOYEE USE OF SOCIAL MEDIA

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### I. PURPOSE

As a national leader in using technology as an accelerator of learning, the Minnetonka School District recognizes the value of inquiry, investigation and innovation in using new technology tools and resources to enhance the learning experience and to share information. The District also recognizes its obligation to teach, model and ensure responsible safe use of such technology tools.

District staff are expected to model appropriate and healthy use of technology tools in their interactions with one another, students and the global community both in person and through technology. With social media continuing to emerge and thrive as a dynamic, influential and evolving aspect of communication, the District developed this policy to address the unique circumstances that arise when employees engage through publicly available social media such as personal websites, virtual and augmented reality environments, social networks, online forums and other similar tools.

### II. GENERAL STATEMENT OF POLICY

The District recognizes the importance of social media networks and platforms as communication and e-learning tools. To that end, the District provides select, approved social media accounts and other online engagement tools and encourages use of these tools for collaboration by employees, as appropriate for employees' roles with the District. Public social media, outside of accounts sponsored and approved by the District, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent, or designee. Additionally, such use must comply with all District policies and with regulations set forth by the social media provider.

The District has official accounts on select social media platforms (Facebook, Twitter, Instagram, Vimeo, YouTube, other) and additional technologies (Schoolology, PreciouStatus, Peachjar, Let's Talk) it uses in fulfilling its responsibility for effectively communicating with its various audiences, including the general public. Communications Department staff members and designated staff at each of the schools and in some additional departments,

such as Athletics and Community Education, are approved to post for the District on accounts that have been designated as their responsibility. They are the only employees who may post for the District or schools on such accounts without additional approval from the Superintendent or designee.

Employees must limit personal use of social media during work, using professional discretion. If a building principal or executive staff member determines personal use of social media is becoming an issue for an employee, restrictions may be placed on employees' use of personal devices. Such restrictions would take place at the discretion of the Superintendent or designee.

When a new official District social media account is desired by an employee, the request should be elevated to a principal or executive staff member, who then will discuss it with the Superintendent or designee and the Executive Director of Communications. From there, any approved social media account will be created in coordination with the Communications Department. The login, password and recovery information will be shared with the Communications Department, and any update to that information in future will be shared, as well.

All employees must avoid posting any information or engaging in communications that violates state or federal laws or District policy.

When employees choose to join or engage with District students, families, fellow employees or members of the general public in a social media context that exists outside those approved by the District, they must maintain their professionalism as District employees and have responsibility for addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting.

### III. DEFINITIONS

- A. **Public social media networks** are defined to include: websites, social networks, online forums, virtual and augmented reality environments, and any other social media generally available to the public or consumers. Examples of public social media include but are not limited to the following platforms: Facebook, Twitter, Snapchat, Instagram, LinkedIn, Vimeo, YouTube and blogs.
- B. **District approved online engagement tools** are those the District has approved for educational or official communication purposes. The District has greater ability to protect minors from inappropriate content and can limit public access with such tools. Examples include but are not limited to the following platforms: Schoology, Let's Talk, PreciouStatus.

### IV. REQUIREMENTS

As set forth in the District's Vision, all employees are expected to serve as positive ambassadors for our schools and to remember they are role models to students in the

community. Because those on social media networks may view the employee as a representative of the schools and the District, the District requires employees to observe the following rules when referring to the District, its schools, students, programs, activities, employees, volunteers and communities on any social media networks:

- A. An employee's postings, displays, or communications must comply with all state and federal laws and any applicable District policies.

Employees must be respectful and professional in all communications (by word, image, implication and other means). Employees shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, defamatory or that encourages any illegal activity, the inappropriate use of alcohol, the use of illegal drugs, sexual behavior, sexual harassment or bullying.

Employees should not use their District e-mail address for communications on public social media networks for personal use or without approval from the Superintendent or designee.

Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the District. Employees may not act as a spokesperson for the District or post comments as a representative of the District, except as authorized by the Superintendent or the Superintendent's designee or as appropriate for their defined role as a spokesperson or social media poster for the District. When authorized as a spokesperson for the District and not posting from a District account, employees must disclose their employment relationship with the District.

Employees may not disclose information that is confidential or proprietary to the District, its students, or employees or that is protected by data privacy laws.

Employees may not use or post the District's logos on any social media network nor create a social media account that represents the District without permission from the Superintendent or designee.

Employees may not post images on any social media network of co-workers without the co-workers' consent.

Employees may not post images of students on any public social media network if the parent has opted out of image use of their child, except for images of students taken in the public arena, such as at sporting events or fine arts public performances.

Employees may not post any nonpublic images of the District's floor plans.

- B. The District recognizes that student groups or members of the public may create social media accounts representing teams or groups within the District. When employees, including coaches/advisors, choose to join or engage with these social networking

groups, they always do so as an employee of the District. Employees have responsibility for maintaining appropriate employee-student and employee-public relationships at all times and have responsibility for addressing inappropriate student behavior or activity witnessed on these networks. This includes acting to protect the safety of minors online.

1. When an official student group or team creates a social media site or team website for itself, the coach or advisor must request and secure the login, password and recovery information for that online group. This will prevent, for example, dozens of out of date Twitter accounts for a sports team, as each year's team captain has graduated and the social media account remains up but not active.
- C. Employees who participate in social media networks may decide to include information about their work with the District as part of their personal profile, as it would relate to a typical social conversation. This may include:
1. Work information included in a personal profile, to include District name, job title, and job duties.
  2. Status updates regarding an employee's own job promotion.
  3. Personal participation in District-sponsored events, including volunteer activities.
  4. Words of praise for a District accomplishment.
- D. The District monitors social media and will respond to content when necessary. An employee who is responsible for a social media posting that fails to comply with the requirements set forth in this policy may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information or information that violates the privacy rights or other rights of a third party.
- E. Anything posted on an employee's personal or professional website, blog, social media account or other online content for which the employee is responsible will be subject to all District policies, rules, regulations, and guidelines. The District is free to view and monitor an employee's publicly viewable website or blog at any time without an employee's consent or previous approval or knowledge. Where applicable, employees may be asked to disclose to the District the existence of and to provide the District with access to an employee's personal or professional website, blog, social media account or other online content for which the employee is responsible as part of an employment selection, promotion or disciplinary process.

**Cross Reference:**

- Policy #427: Harassment and Violence
- Policy #428: Respectful Workplace
- Policy #515: Protection and Privacy of Pupil Records
- Policy #524: Acceptable Use of Electronic Technologies
- Policy #525: Website and Intranet
- Policy # 542: Civility of Students
- Policy #606: Instructional Materials Review, Selection and Use

Policy #910: Media Relations

Legal Reference:

Minnesota Administrative Rule 8700.7500 Code of Ethics For Minnesota  
Teachers Children's Internet Protection Act

*Approved: March 8, 2018*

# MINNETONKA PUBLIC SCHOOLS

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## Guidelines for Policy #470: Employee Use of Social Media

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These are guidelines for social media in the Minnetonka School District. If you're an employee contributing to blogs, social networks, virtual or augmented reality environments, or any other kind of social media both on and off the District network—these guidelines are for you.

We expect all who participate in social media to understand and follow these guidelines. Failure to do so may place your employment at risk. These guidelines will continually evolve as new technologies and social networking tools emerge. Employees are encouraged to check in periodically on the Social Media Use policy to stay current.

**It's your responsibility.** What you write, upload, post, react to or publish in any other way is ultimately your responsibility. If it seems inappropriate, use caution. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'post.' Take time to review these guidelines and determine what's bothering you and fix it. If you're still unsure, you may want to discuss it with your supervisor. Ultimately, what you publish is your responsibility. What you publish is widely accessible and may be around for a long time, so consider the content carefully. Trademark, copyright, and fair use requirements must also be respected.

**Ensure the safety of students.** When employees, especially coaches/advisors, choose to join or engage in social networking, they do so as an employee of the District and have responsibility for monitoring content and addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online.

**Be transparent.** Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are posting about your work, use your real name and identify your employment relationship with the District. Be clear about your role; if you have a vested interest in something you are discussing, be the first to point it out. If you publish to a site outside the District's network, please use a disclaimer to state in clear terms that the views expressed are yours alone and that they do not necessarily reflect the views of the Minnetonka School District.

**Protect confidential information.** Be thoughtful about what you publish. Make sure you do not disclose or use confidential information. Students, parents and colleagues should not be cited or referenced without their approval. For example, ask permission before posting someone's picture or statement in a social network (student photos require parental consent). Do not publish a conversation that was meant to be private.

It is acceptable to discuss general details about projects, lessons, or events and to use non-identifying pseudonyms for an individual if you do not have permission from the individual to use their name, so long as the information provided does not make it easy for someone to identify the individual or violate any privacy laws. Furthermore, public social networking sites are not the place for employees who are not designated as official posters for the District to

conduct school business with students or parents.

**Respect your audience and your coworkers.** Always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others, including other schools or competitors. Remember that our communities reflect a diverse set of customs, values and points of view. Be respectful. This includes not only the obvious (no racial slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.

**Perception can be reality.** On social media, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a District employee, you are creating perceptions about your expertise and about the District by community members, parents, students and the general public; and you are creating perceptions about yourself with your colleagues and managers. If you chose to join or engage with District students and families in a social media context, do so in a professional manner, ever mindful that in the minds of students, families, colleagues and the public, you are a District employee. Be sure that all content associated with you is consistent with your work and with the District's beliefs and professional standards.

**Are you adding value?** Communication associated with our District should help fellow educators, parents, students, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, do their jobs, solve problems, or understand education better—then it's adding value.

**Keep your cool.** One of the aims of social media is to create dialogue, and people will not always agree on an issue. When confronted with a difference of opinion, stay cool. If you make an error, be upfront about your mistake and correct it quickly. Express your points in a clear, logical way. Don't pick fights, and correct mistakes. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.

**Be careful with personal information.** Make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media site(s). Astute criminals can piece together information you provide on different sites and then use it to impersonate you or someone you know, or even re-set your passwords.

**Be a positive role model.** Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Both case law and public expectations hold educational employees to a higher standard of conduct than the general public.

**Don't forget your day job.** You should make sure that your online activities do not interfere with your job. Remember that District technologies are provided for educational use. Use of social media for personal use during District time or on District equipment should be limited, using professional discretion. If a building principal or executive staff member determines personal use of social media is becoming an issue for an employee, restrictions may be placed on employees' use of personal devices.



### Employee Responsible Use of Social Media

<b>Type:</b>	School Board Policy
<b>Section:</b>	400 EMPLOYEES/PERSONNEL
<b>Code:</b>	447
<b>Adopted Date:</b>	5/14/2012
<b>Revised Date(s):</b>	04/10/2017
<b>Reviewed Date(s):</b>	04/10/2017
<b>Attachments:</b>	

#### I. PURPOSE

The purpose of this policy is to ensure that employees are aware of and comply with the school district's expectations for personal and professional use of publicly available social media networks.

#### II. GENERAL STATEMENT

Moorhead Area Public Schools recognizes the importance of online social media networks as a communication and e-learning tool. The school district acknowledges the value of teacher inquiry, investigation, and innovation using new technology tools to enhance the learning experience, and the district recognizes its obligation to teach and ensure responsible and safe use of these technologies. Toward that end, the school district provides password-protected social media tools and district-approved technologies for e-learning and requires use of district provided tools for collaboration by employees.

The line between professional and personal relationships is blurred within the context of social media. When employees choose to join or engage with school district students, families or fellow employees in a social media context that exists outside those approved by the district, they are advised to maintain their professionalism as district employees. Employees are responsible for their behavior or activity on these networks. Employees must report inappropriate student behavior, illegal actions or violations of school district policies governed by mandated reporting to their supervisor.

#### III. DEFINITIONS

A. "Public social media networks" are defined to include: websites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally available to the public or consumers and which do not fall within Moorhead Area Public Schools network (e.g., MySpace, Pinterest, Facebook, Twitter, LinkedIn, Flickr, YouTube, blog sites, etc.).

B. "District approved password-protected social media tools" are those that fall within Moorhead Area Public Schools network or which the school district has approved for educational use. The district has greater authority and responsibility to protect minors from inappropriate content and can limit public access within this limited public forum.

#### IV. REQUIREMENTS

Employees are expected to serve as positive ambassadors for our schools and to act as role models to students in this community. Participants of social media networks may view the employee as a representative of the schools and the district, Moorhead Area Public Schools requires employees to observe the following rules when referring to the school district, its schools, students, programs, activities, employees, volunteers and communities on any social media networks.

contains additional guidelines:

A. The school district takes no position on employees' decision to participate in the use of social media networks for personal use on personal time. However, use of these media for personal use during district time and/or on district equipment is prohibited. In addition, employees must avoid posting any information or engaging in communications that violate state or federal laws, school district policies and procedures, and guidelines set forth in the employee handbook.

B. Public social media networks, outside of those sponsored by the school district, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent or designee and parental consent for student participation on public accessible social networks. The school district will maintain a list of acceptable social media network tools for instructional use on the Extranet. Moorhead Area Public Schools may use these tools and other communication technologies in fulfilling its responsibility for effectively communicating with the public.

C. An employee's use of any social media network and an employee's postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable district policies.

Employees are expected to be respectful and professional in all communications by word, image or other means. Employees shall not use obscene or profane language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or may be construed as bullying.

Employees shall not use their district-provided email address when registering to use or when communicating on public social media networks that have not been approved by the district or are not being used for instructional purposes.

Employees must clearly communicate that any views expressed online are the employee's alone and do not necessarily reflect the views of the district. Employees may not act as a spokesperson for the district or post comments as a representative of the district, except as authorized by the Superintendent or the Superintendent's designee.

When authorized as a spokesperson for Moorhead Area Public Schools, employees must disclose their employment relationship with the district.

Employees may not disclose on any social media network information that is confidential or proprietary to the district, its students, or employees or that is protected by data privacy laws.



Employees may not use or post the district logo on any social media network without permission from the Superintendent or designee.

1. Employees may not post images on any social media network of co-workers without the co-workers' consent.
2. Employees may not post images of students on any social media network without written parental consent, except for images of students taken in the public arena, such as at sporting events or fine arts public performances.
3. Employees may not post any nonpublic images of the district premises and property, including floor plans.

D. Moorhead Area Public Schools recognizes that student groups or members of the public may create social media (sites) representing students or groups within the district. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the district. Employees have responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online. Employees shall annually disclose to the district the existence of and their participation in such networks.

E. Employees who participate in social media networks may include information about their work with the district on their personal profile. This may include:

1. Work information including school and/or district name, job title, and job duties.
2. Status updates regarding an employee's own job promotion.
3. Personal participation in district-sponsored events, including volunteer activities.

F. An employee who is responsible for a social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to disciplinary action, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network.

G. Anything posted on an employee's personal website or Web log or other Internet content for which the employee is responsible will be subject to all district policies, rules, regulations, and guidelines. Due to the public nature of websites and weblogs, the district is free to view and monitor an employee's website or Web log at any time without consent or previous approval.

#### Legal References:

Minnesota Administrative Rule 8700.7500 (Code of Ethics for Minnesota Teachers)  
15 U.S.C. 6501 *et seq.* (Children's Online Privacy Protection Act)  
17 U.S.C. 101 *et seq.* (Copyrights)  
47 U.S.C. 254 (Children's Internet Protection Act of 2000)  
Minn. Stat. 121A.0695 (School Board Policy; Prohibiting Intimidation and Bullying)

#### Cross References:

Minnetonka School Board Policy 470 (Employee Use of Social Media)  
Moorhead School Board Policy 414: Employee Public and Private Personnel Data  
Moorhead School Board Policy 448: Electronic Communication Between Employees and Students  
Moorhead School Board Policy 504: Protection and Privacy of Student Records  
Moorhead School Board Policy 534: Mandated Reporting of Child Neglect or Physical or Sexual Abuse  
Moorhead School Board Policy 535: Maltreatment of Vulnerable Adults  
Moorhead School Board Policy 551: Student Discipline  
Moorhead School Board Policy 570: Prohibition of Harassment and Violence  
Moorhead School Board Policy 601: Curriculum and Instruction Goals of Moorhead Area Public Schools  
Moorhead School Board Policy 620: Selection of Textbooks and Instructional Materials  
Moorhead School Board Policy 730: School District Copyright  
Moorhead School Board Policy 731: Electronic Network and Systems Responsible Use and Safety

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## EMPLOYEE USE OF SOCIAL MEDIA

428

### I. PURPOSE

As a national leader in using technology as an accelerator of learning, the Austin Public School District recognizes the value of teacher inquiry, investigation, and innovation using new technology tools to enhance the learning experience. The District also recognizes its obligation to teach and ensure responsible and safe use of these technologies.

This policy addresses employees' use of publicly available social media networks including: personal Web sites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media. The District takes no position on employees' decision to participate in the use of social media networks for personal use on personal time. However, use of these media for personal use during District time or on District equipment is prohibited. In addition, employees must avoid posting any information or engaging in communications that violate state or federal laws or District policies.

### II. GENERAL STATEMENT OF POLICY

The District recognizes the importance of online social media networks as a communication and e-learning tool. Toward that end, the District provides password-protected social media tools and District-approved technologies for e-learning and encourages use of District tools for collaboration by employees. However, public social media networks, outside of those sponsored by the District, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent, or designee, and parental consent for student participation on social networks. The District may use these tools and other communication technologies in fulfilling its responsibility for effectively communicating with the general public.

However, employees must avoid posting any information or engaging in communications that violate state or federal laws or District policies.

The line between professional and personal relationships is blurred within a social media context. When employees choose to join or engage with District students, families or fellow employees in a social media context that exists outside those approved by the District, they are advised to maintain their professionalism as District employees and have responsibility for addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting.

### III. DEFINITIONS

- A. **Public social media networks** are defined to include: Web sites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally available to the public or consumers and which do not fall within the District's electronic technologies network (e.g. Facebook, Twitter, LinkedIn, Flickr, SnapChat, blog sites, etc.).

- B. *District approved password-protected social media tools* are those that fall within the District's electronic technologies network or which the District has approved for educational use. The District has greater authority and responsibility to protect minors from inappropriate content and can limit public access within this limited public forum.

#### IV. REQUIREMENTS

As set forth in the District's Vision, all employees are expected to serve as positive ambassadors for our schools and to remember they are role models to students in this community. Because readers of social media networks may view the employee as a representative of the schools and the District, the District requires employees to observe the following rules when referring to the District, its schools, students, programs, activities, employees, volunteers and communities on any social media networks:

- A. An employee's use of any social media network and an employee's postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable District policies.

Employees must be respectful and professional in all communications (by word, image or other means). Employees shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or bullying.

Employees should not use their District e-mail address for communications on public social media networks that have not been approved by the District.

Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the District. Employees may not act as a spokesperson for the District or post comments as a representative of the District, except as authorized by the Superintendent or the Superintendent's designee.

When authorized as a spokesperson for the District, employees must disclose their employment relationship with the District.

Employees may not disclose information on any social media network that is confidential or proprietary to the District, its students, or employees or that is protected by data privacy laws.

Employees may not use or post the District logo, or school logo (defined as the Packer Logo, Austin A, or other site specific image) on any social media network without permission from the Superintendent, or designee.

1. Employees will remove images posted on any social media network of co-workers if an objection is made by the co-worker in regards to the posted image.
2. Employees may not post images of students that have completed an objection to media release on file with the district. This does not include images of students taken in the public arena, such as at sporting events or fine arts public performances.
3. Employees may not post any nonpublic images of the District premises and property, including floor plans.

- B. The District recognizes that student groups or members of the public may create social media representing students or groups within the District. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the District. Employees have responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks, even if the employee is not the owner of the social media thread. This includes acting to protect the safety of minors online.
- C. Employees who participate in social media networks may decide to include information about their work with the District as part of their personal profile, as it would relate to a typical social conversation. This may include:
  - 1. Work information included in a personal profile, to include District name, job title, and job duties.
  - 2. Status updates regarding an employee's own job promotion.
  - 3. Personal participation in District-sponsored events, including volunteer activities.
- D. An employee who is responsible for a social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network.
- E. Anything posted on an employee's Web site or Web log or other Internet content for which the employee is responsible will be subject to all District policies, rules, regulations, and guidelines. The District is free to view and monitor an employee's public Web site, professional social media site, or professional Web log at any time without consent or previous approval. Where applicable, employees may be asked to disclose to the District the existence of and to provide the District with access to an employee's professional Web site or Web log or other professional social media networks as part of an employment selection, promotion, or disciplinary process.

**Legal Reference:**

Minnesota Administrative Rule 8700.7500 Code Of Ethics For Minnesota Teachers  
Children's Internet Protection Act

First Reading: 10/10/16  
Policy Approved: 11/14/16  
Policy Reviewed: 03/12/18

## **Guidelines for Policy #428: Social Media Networks**

These are the guidelines for social media in the Austin Public School District. If you're an employee contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off the District network—these guidelines are for you. We expect all who participate in social media to understand and follow these guidelines. Failure to do so could put you at risk. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back once in awhile to make sure you're up to date.

**It's your responsibility.** What you write is ultimately your responsibility. If it seems inappropriate, use caution. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take time to review these guidelines and try to figure out what's bothering you and fix it. If you're still unsure, you might want to discuss it with your supervisor. Ultimately, what you publish is your responsibility. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Trademark, copyright, and fair use requirements must be respected.

**Ensure the safety of students.** When employees, especially coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the District and have responsibility for monitoring content and addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online. Employees shall annually disclose to their supervisor the existence and participation in such networks.

**Be transparent.** Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are posting about your work, use your real name and identify your employment relationship with the District. Be clear about your role; if you have a vested interest in something you are discussing, be the first to point it out. If you publish to a site outside the District's network, please use a disclaimer to state in clear terms that the views expressed are the employee's alone and that they do not necessarily reflect the views of the Austin Public School District.

**Protect confidential information.** Be thoughtful about what you publish. You must make sure you do not disclose or use confidential information. Students, parents, and colleagues should not be cited or obviously referenced without their approval. For example, ask permission before posting someone's picture in a social network (student photos require parental consent) or publishing a conversation that was meant to be private.

It is acceptable to discuss general details about projects, lessons, or events and to use non-identifying pseudonyms for an individual (e.g., Teacher A) so long as the information provided does not make it easy for someone to identify the individual or violate any privacy laws. Furthermore, public social networking sites are not the place to conduct school business with students or parents.

**Respect your audience and your coworkers.** Always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others, including other schools or competitors. Remember that our communities reflect a diverse set of customs, values and points of view. Be respectful. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.

**Perception can be reality.** In online networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a District employee, you are creating perceptions about your expertise and about the District by community members, parents, students, and the general public; and you are creating perceptions about yourself with your colleagues and managers. If you chose to join or engage with District students and families in a social media context, do so in a professional manner, ever mindful that in the minds of students, families, colleagues and the public, you are a District employee. Be sure that all content associated with you is consistent with your work and with the District's beliefs and professional standards.

**Are you adding value?** There are millions of words out there. The best way to get yours read is to write things that people will value. Communication associated with our District should help fellow educators, parents, students, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, do their jobs, solve problems, or understand education better—then it's adding value.

**Keep your cool.** One of the aims of social media is to create dialogue, and people will not always agree on an issue. When confronted with a difference of opinion, stay cool. If you make an error, be up front about your mistake and correct it quickly. Express your points in a clear, logical way. Don't pick fights, and correct mistakes when needed. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.

**Be careful with personal information.** Make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media site(s). Astute criminals can piece together information you provide on different sites and then use it to impersonate you or someone you know, or even re-set your passwords.

**Be a positive role model.** The line between professional and personal relationships is blurred within a social media context. Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Both case law and public expectations hold educational employees to a higher standard of conduct than the general public.

**Don't forget your day job.** You should make sure that your online activities do not interfere with your job. Remember that District technologies are provided for educational use. Use of social media for personal use during District time or on District equipment is prohibited.

**Citing Sources:** The published policies and guidelines of the Minnetonka School District, along with IBM, Intel and Kodak, provided the foundation for these guidelines and policy.

[http://www.kodak.com/US/images/en/corp/aboutKodak/onlineToday/Social\\_Media\\_9\\_8.pdf](http://www.kodak.com/US/images/en/corp/aboutKodak/onlineToday/Social_Media_9_8.pdf)

[http://www.intel.com/sites/sitewide/en\\_us/social-media.htm](http://www.intel.com/sites/sitewide/en_us/social-media.htm)

<http://www.ibm.com/blogs/zz/cn/guidelines.html>

Cyber Law: Maximizing Safety and Minimizing Risk in Classrooms; A. Bissonette, J.D. *Corwin Press, 2009.*

Approved: 11/14/16  
Reviewed: 03/12/18

Frequently Accessed

Back-To-School

B.O.T.E.

Business Office

Curriculum

Human Resources

Media Program

Print Services

Professional Development

Special Education

Staff Directory

Technology

Technology Services

Information Services

Digital Learning

Next Technologies For Learning

Resources

Internet Access

Policy

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## Social Media Guidelines

### Employees

Social Media, such as Facebook and Twitter, are important communication and learning tools. The district developed guidelines for staff including teachers, program leaders and coaches to explain the appropriate use of social media and promote their use.

### Goals

1. Encourage the appropriate use of social media tools for learning and communication.
2. Provide clarity and direction for staff members who use social media in their personal and professional lives.

The guidelines were released to buildings in December 2011. As new issues arise, the guidelines will be revised and reemphasized periodically.

Please find the latest version of the guidelines at Social Media Guidelines.

[Return to: Policy Home](#)



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### Policy

[AUP](#)  
[Social Media Guidelines](#)



### DISTRICT EVENTS

- Mar 25 No School K-12 Spring Break, March 25-29
- Mar 26 No School K-12 Spring Break
- Mar 27 No School K-12 Spring Break
- Mar 28 No School K-12 Spring Break
- Mar 29 No School K-12 Spring Break
- Apr 05 Jefferson Choir Showcase, 7 p.m.
- Apr 05 Kennedy High School, Rhythm in Gold show choir Annual, 7 p.m.
- Apr 06 Jefferson Choir Showcase, 7 p.m.

Feedback





## Social Media Guidelines for Staff

<http://bloomingtonschools.info/SocialMediaGuide>

The Bloomington Public School District recognizes the importance of using social media as a communication and learning tool. The purpose of these guidelines is to assist District employees in navigating the appropriate use of social media tools in their professional and personal lives. Social media includes websites and applications where users share and create content and includes blogs, wikis, podcasts, virtual worlds and social networks.

All staff are expected to serve as positive ambassadors for the District and appropriate role models for students. It is vital that staff maintain professionalism in their interactions with students and the community. Failure to do so could put you in violation of existing District policy and at risk of disciplinary action.

### 1. You are Always a School Employee

The lines between public and private, personal and professional are sometimes blurred in the digital world. Even when you have a disclaimer or use a different username, you will always be considered to be a district employee. Whether it is clearly communicated or not, you will be publicly identified as working for and sometimes representing the district in what you do and say online.

- Always write in the first person and make it clear that you are speaking for yourself and not on behalf of the district.
- Do not misrepresent yourself by using someone else's identity or misrepresenting your identity. Be honest about who you are, where you work and what you do.
- Do not share confidential information whether it is internal school discussions or specific information about students or other staff. What you post will be seen by others and can be forwarded or shared in just a few clicks.

### 2. Be Professional

Represent the district values of respect, responsibility, integrity, citizenship, honesty and teamwork. Express your ideas and opinions in a respectful manner and consider carefully what you post through comments and photos.

- Respect copyright and fair use guidelines. Be sure to cite your source when quoting and use Creative Commons\* licensing when possible.
- Do not use any school logo or image without permission from the district's Community Relations Office.
- If you make a mistake, admit it and correct it quickly. Clearly state if you've corrected a previous post and apologize if appropriate. Even though damage may be done, it is best to admit your mistake and correct it.
- Be cautious about posting personal video. Video is an especially rich form of communication that often tells more about you than you might realize. Assume the video you post is public and will be viewed by everyone in your personal and professional worlds.



### **3. Respect Others and Ensure the Safety of Students**

Respect the privacy and the feelings of others and do not, under any circumstance, post offensive comments about students, colleagues, or the district in general. Negative comments about people may amount to cyber-bullying and could be deemed a disciplinary offense.

- You are responsible for what you post publicly, so be certain it is accurate and supports, or remains neutral of your organization. If you are about to publish something that makes you hesitate, wait a day and talk to a colleague or supervisor. Once posted you can't take it back.
- Employees who join or engage in social networks that include students have the responsibility for monitoring content and addressing appropriate behavior or activity, including the protection and safety of minors.
- Permission should be sought when posting photos or movies of fellow employees when possible. Permission should be sought when posting photos or movies that single out or personally identify a student.

### **4. Manage Staff/Student Relationships Carefully**

Employees are prohibited from establishing personal relationships with students that are unprofessional and thereby inappropriate. Do not fraternize with students as though they are your peers or friends.

- Unprofessional relationships include writing personal letters, email or text messages; calling students on cell phones or allowing students to make personal calls to you unrelated to class work or school activities; sending inappropriate pictures to students; discussing or revealing personal matters about your private life or inviting students to do the same; engaging in sexualized dialogue in any form.
- Inappropriate or offensive content posted to social networks by employees and viewed by students, parents or other staff may be investigated by school and district officials and, if warranted, may result in disciplinary action.
- School email is not private. All communications by employees to students or parents at any time from any email system shall be expected to be professional. Email between employees and students and parents shall be done through the school provided email application and must conform to school email policies.

### **5. Help Build our Community**

Write what you know, be accurate, and add value to the discussion. A district's most valuable asset is its staff represented by its people and what you publish may reflect on the school.

- Speak in the first person with your own voice and perspective.
- Post regularly. Readers won't have a reason to follow you if they can't expect new content regularly. Respond to other's posts. Answer questions; thank people even if it's just a few words. Make it a two-way conversation.
- Online posts should be well written. Write for your immediate purpose, but also for a worldwide audience by following writing conventions including proper grammar, capitalization, and punctuation.



#### 6. Personal Use

The line between professional and personal relationships can be blurred within a social media context. Employees should exercise good judgement and common sense while maintaining their professionalism as a District employee.

- Do not use District contact information (email, address, phone, etc.) when using social media for personal use.
- Do not connect with students via personal social media. Doing so puts you in a teacher-student relationship.
- Do not use district equipment or the district network as primary tools for maintaining personal accounts.

#### 7. Classroom Use

Social media networks are powerful teaching and communication tools that can add great value to classroom instruction. Teachers are encouraged to use social media tools where appropriate in addressing an educational goal of the classroom.

- Inform your supervisor (or designee) when creating social networks for classroom use and make sure parents are aware of the use and educational purpose.
- Use district contact information (email, address, phone, etc.) for creating and maintaining accounts, including student accounts.
- Abide by the user guidelines set by the social media site including account age requirements.
- Treat the social media network like a classroom. Monitor closely the interactions between students and deal with inappropriate use immediately.

#### 8. Other Uses - Coaches, Advisors, Fundraisers, Programs

Social media networks can be helpful for groups in interacting and sharing information.

- Inform your supervisor (or designee) when creating social networks for any school-related use.
- Use district contact information (email, address, phone, etc.) for creating and maintaining accounts.
- Be proactive by stating clearly that the network you create is school related.
- Abide by the user guidelines set by the social media site including account age requirements.
- Treat the social media network like a classroom. Monitor closely the interactions between students and deal with inappropriate use immediately.
- Consult with the Community Relations office if further guidance as needed.

#### References

Social Media Guidelines for Schools Wiki - <http://socialmediaguidelines.pbworks.com>  
Intel Social Media Guidelines - [http://www.intel.com/sites/sitewide/en\\_US/social-media.htm](http://www.intel.com/sites/sitewide/en_US/social-media.htm)  
Creative Commons Information - <http://creativecommons.org/>



Kim Kolberg <kkolberg@flschools.org>

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**Re: Wellness Policy 546**

1 message

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**Kathy Hoff** <khoff@flschools.org>

Mon, Mar 25, 2019 at 1:37 PM

To: Kim Kolberg <kkolberg@flschools.org>

Hi Kim, it looks good to me, I do not think we need any changes, Thanks Kathy

On Mon, Mar 25, 2019 at 1:03 PM Kim Kolberg <kkolberg@flschools.org> wrote:

The Policy Committee will be doing the annual review of Wellness Policy 546 in April. Can you take a look at the current policy (attached) and let us know if you want to suggest any changes? I'll need to know by April 4th.

Thank you,  
Kim Kolberg (651/982-8124)  
Forest Lake Area Schools  
Adm Asst to the Director of Admin & HR  
kkolberg@flschools.org

--  
Kathy Hoff  
Nutrition Services Supervisor  
Forest Lake School District  
(651) 982-8395  
khoff@flschools.org

*[Note: All school districts that participate in the National School Lunch and School Breakfast Programs are required by the Healthy, Hunger-Free Kids Act of 2010 (Act) to have a wellness policy that includes standards and nutrition guidelines for foods and beverages made available to students on campus during the school day, as well as specific goals for nutrition promotion and education, physical activity, and other school-based activities that promote student wellness. The Act requires the involvement of parents, students, representatives of the school food authority, teachers of physical education, school health professionals, the school board, school administrators, and the public in the development, implementation, and periodic review and update of the wellness policy. The Act also requires a plan for measuring implementation of the policy and reporting wellness policy content and implementation issues to the public, as well as the designation of at least one person charged with responsibility for the implementation and oversight of the wellness policy to ensure the school district is in compliance with the policy.]*

**I. PURPOSE**

The purpose of this policy is to set forth methods that promote student wellness, prevent and reduce childhood obesity, and assure that school meals and other food and beverages sold and otherwise made available on the school campus during the school day are consistent with applicable minimum local, state, and federal standards.

**II. GENERAL STATEMENT OF POLICY**

- A. The school board recognizes that nutrition promotion and education, physical activity, and other school-based activities that promote student wellness are essential components of the educational process and that good health fosters student attendance and learning.
- B. The school environment should promote students' health, well-being, and ability to learn by encouraging healthy eating and physical activity.
- C. The school district encourages the involvement of parents, students, representatives of the school food authority, teachers, school health professionals, the school board, school administrators, and the general public in the development, implementation, and periodic review and update of the school district's wellness policy.
- D. Children need access to healthy foods and opportunities to be physically active in order to grow, learn, and thrive.
- E. All students in grades K-12 will have opportunities, support, and encouragement to be physically active on a regular basis.

- F. Qualified food service personnel will provide students with access to a variety of affordable, nutritious, and appealing foods that meet the health and nutrition needs of students; try to accommodate the religious, ethnic, and cultural diversity of the student body in meal planning; and will provide clean, safe, and pleasant settings and adequate time for students to eat.

### III. WELLNESS GOALS

[Note: The Act requires that wellness policies include goals for nutrition promotion and education, physical activity, and other school-based activities that promote student wellness.]

#### A. Nutrition Promotion and Education

- 1. The school district will encourage and support healthy eating by students and engage in nutrition promotion that is:
  - a. offered as part of a comprehensive program designed to provide students with the knowledge and skills necessary to promote and protect their health;
  - b. part of health education classes, as well as classroom instruction in subjects such as math, science, language arts, social sciences, and elective subjects, where appropriate; and
  - c. enjoyable, developmentally appropriate, culturally relevant, and includes participatory activities, such as contests, promotions, taste testing, and field trips.
- 2. The school district will encourage all students to make age appropriate, healthy selections of foods and beverages, including those sold individually outside the reimbursable school meal programs, such as through a la carte/snack lines, vending machines, fundraising events, concession stands, and student stores.

#### B. Physical Activity

- 1. Students need opportunities for physical activity and to fully embrace regular physical activity as a personal behavior. Toward that end, health and physical education will reinforce the knowledge and self-management skills needed to maintain a healthy lifestyle and reduce sedentary activities, such as watching television;
- 2. Opportunities for physical activity will be incorporated into other subject lessons, where appropriate; and
- 3. Classroom teachers will provide short physical activity breaks between lessons or classes, as appropriate.

C. Communications with Parents

1. The school district recognizes that parents and guardians have a primary role in promoting their children's health and well-being.
2. The school district will support parents' efforts to provide a healthy diet and daily physical activity for their children.
3. The school district encourages parents to pack healthy lunches and snacks and refrain from including beverages and foods without nutritional value.
4. The school district will provide information about physical education and other school-based physical activity opportunities and will support parents' efforts to provide their children with opportunities to be physically active outside of school.

**IV. STANDARDS AND NUTRITION GUIDELINES**

*[Note: The Act requires that school districts have standards, selected by the school district, for all foods available on the school campus during the school day with the objective of promoting student health and reducing childhood obesity. For foods and beverages sold to students during the school day on school campus, the Act requires that school districts also have nutrition guidelines.]*

A. School Meals

*[Note: The Act specifically requires that the wellness policy contain standards and nutrition guidelines for all foods and beverages sold to students during the school day that are consistent with the meal requirements for lunches and after-school snacks set forth in 7 C.F.R. § 210.10 and the meal requirements for breakfasts set forth in 7 C.F.R. § 220.8.]*

1. The school district will provide healthy and safe school meal programs that comply with all applicable federal, state, and local laws, rules, and regulations.
2. Food service personnel will provide students with access to a variety of affordable, nutritious, and appealing foods that meet the health and nutrition needs of students.
3. Food service personnel will try to accommodate the religious, ethnic, and cultural diversity of the student body in meal planning.
4. Food service personnel will provide clean, safe, and pleasant settings and adequate time for students to eat.

5. Food service personnel will take every measure to ensure that student access to foods and beverages meets or exceeds all applicable federal, state, and local laws, rules, and regulations and that reimbursable school meals meet USDA nutrition standards.
6. Food service personnel shall adhere to all applicable federal, state, and local food safety and security guidelines.
7. The school district will make every effort to eliminate any social stigma attached to, and prevent the overt identification of, students who are eligible for free and reduced-price school meals.
8. The school district will provide students access to hand washing or hand sanitizing before they eat meals or snacks.
9. The school district will make every effort to provide students with sufficient time to eat after sitting down for school meals and will schedule meal periods at appropriate times during the school day.
10. The school district will discourage tutoring, club, or organizational meetings or activities during mealtimes unless students may eat during such activities.

B. School Food Service Program/Personnel

1. The school district shall designate an appropriate person to be responsible for the school district's food service program, whose duties shall include the creation of nutrition guidelines and procedures for the selection of foods and beverages made available on campus to ensure food and beverage choices are consistent with current USDA guidelines.
2. As part of the school district's responsibility to operate a food service program, the school district will provide continuing professional development for all food service personnel in schools.

C. Competitive Foods and Beverages

1. All foods and beverages sold on school grounds to students, outside of reimbursable meals, are considered "competitive foods." Competitive foods include items sold a la carte in the cafeteria, from vending machines, school stores, and for in-school fundraisers.
2. All competitive foods will meet the USDA Smart Snacks in School (Smart Snacks) nutrition standards and any applicable state nutrition standards, at a minimum. Smart Snacks aim to improve student health and well-being, increase



consumption of healthful foods during the school day, and create an environment that reinforces the development of healthy eating habits.

3. Before and Aftercare (child care) programs must also comply with the school district's nutrition standards unless they are reimbursable under USDA school meals program, in which case they must comply with all applicable USDA standards.

D. Other Foods and Beverages Made Available to Students

1. Student wellness will be a consideration for all foods offered, but not sold, to students on the school campus, including those foods provided through:

Celebrations and parties. The school district will provide a list of healthy party ideas to parents and teachers, including non-food celebration ideas.

*[Note: Healthy party ideas are available from the USDA.]*

2. Rewards and incentives. Schools will not use foods or beverages as rewards for academic performance or good behavior (unless this practice is allowed by a student's individual education plan or behavior intervention program) and will not withhold food or beverages as punishment.
3. Fundraising. The school district will make available to parents and teachers a list of suggested healthy fundraising ideas.

E. Food and Beverage Marketing in Schools

1. School-based marketing will be consistent with nutrition education and health promotion.
2. Schools will restrict food and beverages marketing to the promotion of only those foods and beverages that meet the Smart Snacks nutrition standards.

**V. WELLNESS LEADERSHIP AND COMMUNITY INVOLVEMENT**

A. Wellness Coordinator

*[Note: The Act requires that local school wellness policies identify the position of the local education agency or school official(s) responsible for the implementation and oversight of the local school wellness policy.]*

1. The superintendent will designate a school district official to oversee the school district's wellness-related activities (Wellness Coordinator). The Wellness Coordinator will ensure that each school implements the policy.

2. The principal of each school, or a designated school official, will ensure compliance within the school and will report to the Wellness Coordinator regarding compliance matters upon request.

B. Public Involvement

*[Note: The Act requires a description of the manner in which parents, students, representatives of the school food authority, teachers of physical education, school health professionals, the school board, school administrators, and the general public are provided an opportunity to participate in the development, implementation, and periodic review and update of the local school wellness policy.]*

1. The Wellness Coordinator will permit parents, students, representatives of the school food authority, teachers of physical education, school health professionals, the school board, school administrators, and the general public to participate in the development, implementation, and periodic review and update of the wellness policy.
2. The Wellness Coordinator will hold meetings, from time to time, for the purpose of discussing the development, implementation, and periodic review and update of the wellness policy. All meeting dates and times will be posted on the school district's website and will be open to the public.

## VI. POLICY IMPLEMENTATION AND MONITORING

A. Implementation and Publication

*[Note: The Act requires a description of the plan for measuring the implementation of the local school wellness policy.]*

1. After approval by the school board, the wellness policy will be implemented throughout the school district.
2. The school district will post its wellness policy on its website, to the extent it maintains a website.

*[Note: Per Minn. Stat. § 121A.215, when available, a school district must post its current local school wellness policy on its website.]*

B. Annual Reporting

*[Note: The Act requires that school districts inform the public about the content and implementation of the local wellness policy and make the policy and any updates to the policy available to the public on an annual basis.]*

The Wellness Coordinator will annually inform the public about the content and implementation of the wellness policy and make the policy and any updates to the policy available to the public.

C. Triennial Assessment

*[Note: The Act requires a triennial assessment of schools' compliance with the wellness policy. The Act also requires school districts to inform the public about progress toward meeting the goals of the wellness policy by making the triennial assessment available to the public in an accessible and easily understood manner.]*

1. At least once every three years, the school district will evaluate compliance with the wellness policy to assess the implementation of the policy and create a report that includes the following information:
  - a. the extent to which schools under the jurisdiction of the school district are in compliance with the wellness policy;
  - b. the extent to which the school district's wellness policy compares to model local wellness policies; and
  - c. a description of the progress made in attaining the goals of the school district's wellness policy.
2. The Wellness Coordinator will be responsible for conducting the triennial assessment.
3. The triennial assessment report shall be posted on the school district's website or otherwise made available to the public.

D. Recordkeeping

*[Note: The Act requires school districts to retain records to document compliance with the requirements of 7 C.F.R. § 210.30.]*

The school district will retain records to document compliance with the requirements of the wellness policy. The records to be retained include, but are not limited to:

1. The school district's written wellness policy.
2. Documentation demonstrating compliance with community involvement requirements, including requirements to make the local school wellness policy and triennial assessments available to the public.
3. Documentation of the triennial assessment of the local school wellness policy for each school under the school district's jurisdiction efforts to review and update the wellness policy (including an indication of who is involved in the

update and methods the school district uses to make stakeholders aware of their ability to participate on the Wellness Committee).

**Legal References:** Minn. Stat. § 121A.215 (Local School District Wellness Policy)  
42 U.S.C. § 1751 *et seq.* (Healthy and Hunger-Free Kids Act)  
42 U.S.C. § 1758b (Local School Wellness Policy)  
42 U.S.C. § 1771 *et seq.* (Child Nutrition Act of 1966)  
7 U.S.C. § 5341 (Establishment of Dietary Guidelines)  
7 C.F.R. § 210.10 (School Lunch Program Regulations)  
7 C.F.R. § 220.8 (School Breakfast Program Regulations)

**Local Resources:** Minnesota Department of Education, [www.education.state.mn.us](http://www.education.state.mn.us)  
Minnesota Department of Health, [www.health.state.mn.us](http://www.health.state.mn.us)  
County Health Departments  
Action for Healthy Kids Minnesota, [www.actionforhealthykids.org](http://www.actionforhealthykids.org)  
United States Department of Agriculture, [www.fns.usda.gov](http://www.fns.usda.gov)

APPROVED: 06/01/06  
REVISED: 06/12/08  
05/07/09  
08/02/12  
12/05/13  
12/04/14  
12/03/15  
12/01/16  
06/22/17  
06/07/18

Attachment to School Board Wellness Policy 546

The school district is required to retain records to document compliance with the requirements of Wellness Policy 546.		
X	The school district's written wellness policy.	Posted on school district website
	Documentation demonstrating compliance with community involvement requirements, including requirements to make the local school wellness policy and triennial assessments available to the public.	
	Documentation of the triennial assessment of the local school wellness policy for each school under the school district's jurisdiction efforts to review and update the wellness policy (including an indication of who is involved in the update and methods the school district uses to make stakeholders aware of their ability to participate on the Wellness Committee).	

STUDENTS PARTICIPATING IN NATIONAL AND WORLD  
ACADEMIC COMPETITIONS

1. Forest Lake Area School District students have been successful in qualifying for national and world competitions. For example, Odyssey of the Mind teams have competed and won state championships which resulted in opportunities to attend World Finals at various locations across the United States. Future Problem Solving Program teams have been successful at regional competitions and have gone on to state competition. Individual performances in Future Problem Solving have resulted in opportunities to compete at a national level in distant cities. Likewise, both teams and individual students in Debate or Speech have qualified for national competitions. School District financial assistance is necessary to ensure continued participation in these and similar academic events.
2. The School District shall contribute a sum ~~which does~~ not exceeding \$350.00 for each student, coach, or advisor for competitions held in Minnesota and states immediately contiguous ~~states to Minnesota~~, and up to \$500.00 for each student, coach, or advisor for competitions held outside of Minnesota and its immediately contiguous states.
3. These amounts will not fully cover the expenses incurred by the competing teams and their coaches. The teams and their coaches will be expected to seek support from the community and the team members' families to underwrite the remaining costs.

Adopted 3/17/97  
6/12/08