

## **ONLINE ENGAGEMENT BY DISTRICT STAKEHOLDERS**

Dickinson Public Schools is an active user of social media. The District's pages are open to the public and serve as District communication tools. We invite our stakeholders to interact with us on social media, but communication needs to be appropriate and relevant.

### **EXPECTATIONS OF ONLINE STAKEHOLDER ENGAGEMENT**

Patrons interacting with District social media pages are expected to be polite and respectful. This does not mean that stakeholders cannot disagree about things or provide the District with feedback, but it needs to be constructive rather than hurtful or malicious. There is to be no name-calling, hate speech, libel, gossip, or personal attacks on the District's social media pages.

Comments made to District posts must be relevant to the attached content, comment, photo, or video. There is to be no advertising, promotion, campaigning, recruiting, advertising, or solicitation on District social media pages.

While Dickinson Public Schools reviews all comments and messages received by stakeholders, social media is not meant to be the communication tool for personal issues and major concerns. Stakeholders are expected to not post comments regarding a personal issue with District staff, students, or a building. Such concerns are to be handled according to District policy KACA Patron Complaints.

Dickinson Public Schools places strong value on our relationship with our families and the community. The District loves to see likes, shares, and encouraging comments on our social media pages.

### **MISUSE OF ONLINE ENGAGEMENT BY DISTRICT STAKEHOLDERS**

In the event that a patron interacts inappropriately with, or on, a District-affiliated account, the post in question will be reviewed and one of the following actions will occur, depending on the social media platform and content in question:

- **Comment Hidden:** If the comment is found to be irrelevant, but not malicious, it will be hidden from view. Such comments typically remain viewable to the writer and their friends, but not to the remaining page fans.
- **Content Deleted:** If the comment is found to be irrelevant and/or malicious, disrespectful, or untrue, it will be deleted from view. Such comments are no longer viewable to the writer or any other public user.
  - Prior to removing the comment, the District Communications Department will create a record of the comment and the reason for its removal.
  - Following the removal of the comment, the District Communications Department will send a private message to the user indicating the District's expectations for online interaction, as indicated in associated District policies, and notifying the user of the removal of their content.

If an individual continuously disregards these expectations, they will be blocked indefinitely from District-affiliated social media accounts.

**End of Dickinson Public School District #1 Admin. Regulation KBA-AR2...**  
**Adopted:12/03/2020**