

COMMONWEALTH CHARTER ACADEMY

BOARD OF DIRECTORS POLICY SECTION: 800 OPERATIONS

845. SCHOOL WEBSITES, WEBPAGES, AND SOCIAL MEDIA ACCOUNTS

§ 1. Purpose and Authority

The purpose of this policy is to ensure the orderly operation of Commonwealth Charter Academy by establishing standards for the management and operation of school websites, webpages, and social media accounts, and to differentiate personal and third-party websites and social media accounts.

The Board directs the CEO or designee to develop the administrative guidelines or regulations required to implement this policy.

§ 2. Definitions

Unless the context clearly indicates otherwise, the following terms used in this policy shall have the following meanings:

Authoring Access – Access of a website, webpage, or social media accounts that would permit the user to post, modify, reply, and delete materials, information, or direct communication on the website, webpage, or social media account.

Commonwealth Charter Academy (or CCA) Social Media Account – A social media account, regardless of platform, that is managed and/or operated by CCA, and that is designed to further the educational mission of CCA by communicating with members of the CCA community and the general public. It includes sites or services maintained by CCA on Facebook, Twitter, Instagram, YouTube, and similar platforms.

Commonwealth Charter Academy (or CCA) Website or Commonwealth Charter Academy (or CCA) Webpage – Anything on the ccaeducate.me or myedio.com domains, including any and all subdomains.

Personal Social Media Account – A social media account, regardless of platform, which is operated by a CCA employee or school board member for his/her personal use, including personal professional development. A personal account is not regularly used to promote or communicate about CCA events or activities, or the activities of students.

Third Party Social Media Account – A social media account, regardless of platform, that is privately created and operated by a volunteer, student, parent, alumnus, or other member of the public on behalf of a club, foundation, or other extracurricular group affiliated with CCA, or to

promote CCA activities. Third party social media accounts are not operated or controlled by CCA and are not actively monitored by CCA.

§ 3. Guidelines

Any website, webpage, or social media account managed and/or operated by CCA shall be to further CCA's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, families, employees, and community members.

Use of CCA Technology Resources

When using CCA technology resources, including computing devices, mobile devices, internet connection, and networks, CCA's acceptable use policy applies and is hereby incorporated by reference.

Commonwealth Charter Academy Websites, Webpages, and Social Media Accounts

CCA websites, webpages, and social media accounts must remain professional and be consistent with the educational mission of CCA and may not be used for personal purposes. The operators of CCA websites, webpages, and social media accounts are responsible for the content on the websites, webpages, and social media accounts that they manage.

All materials posted on CCA's websites, webpages, and social media accounts shall comply with all applicable federal and state laws and regulations, Board policies, and CCA administrative guidelines and regulations.

The CEO or designee shall have the authority to remove any non-compliant materials.

Ownership

CCA websites, webpages, and social media accounts are owned and/or operated by CCA. The CEO or designee shall maintain a list of all websites, webpages, and social media accounts owned and/or operated by CCA, along with a list of credentials to access the accounts.

Authoring Access

Authoring access to CCA's websites, webpages, and social media accounts must be approved by the CEO or designee, in writing. An individual granted authoring access must sign an acknowledgment of receipt and review of this Policy and its accompanying administrative guidelines or regulations prior to making any additions, deletions, or other changes to CCA's websites, webpages, or social media accounts. The CEO or designee shall maintain a list of all individuals who have been granted authoring access and a copy of the signed acknowledgment of receipt of this Policy and its accompanying administrative guidelines or regulations.

Photos, Videos, & Livestreams of Students

The operators of CCA's websites, webpages, and social media accounts may post photographs, videos, and livestreams of students engaged in the educational process or at school-sanctioned programs or events *unless* the student's parents/guardians have requested that directory information be withheld, or if parents/guardians have notified CCA, on the form(s) provided by CCA, not to use the student's name or photograph or video taken of the student. The operators of CCA's websites, webpages, and social media accounts are responsible for complying with this provision.

Prohibition on Use of Personal Websites, Webpages or Social Media Accounts for School Purposes

CCA employees shall not use personal websites, webpages, or social media accounts to communicate privately with a current, former, or prospective CCA students or students' parents/guardians concerning any CCA business. Communication with a student or student's parent/guardian concerning any CCA business shall be limited to the electronic resources provided by CCA, such as email or classroom management applications.

CCA employees and board members shall not post personally identifiable information or otherwise confidential information about students or employees from educational or employment records on their personal websites, webpages, or social media accounts or CCA websites, webpages, or social media accounts.

Third Party Websites, Webpages, and Social Media Accounts

Third party websites, webpages, or social media accounts may *not* use the name of the "Commonwealth Charter Academy or CCA" or its logo or mark in any form to express or imply the official position of CCA without the expressed, written permission of the CEO or designee. When such permission is granted, the posting must state that the statement does not represent the position of CCA.

Violation of Policy

Employees who violate this policy or the administrative guidelines or regulations developed to implement this policy may be subject to disciplinary action, up to and including dismissal.

Distribution of Policy

This policy is hereby incorporated by reference into CCA's Employee Handbook and Learner Handbook and shall be posted on CCA's publicly accessible website.

History: Adopted August 14, 2019

Previous Coding: None

Legal Ref.:

Cross Ref.: Records Management and Retention is separately discussed in Policy 800
Confidentiality of Student Education Records is separately discussed in Policies 216 and 113.4