



# LAKE GENEVA SCHOOLS

Lake Geneva Joint #1 School District & Lake Geneva-Genoa City Union High School District

Badger High School | Lake Geneva Middle School  
Central-Denison Elementary | Eastview Elementary | Star Center Elementary

District Administration  
Center

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## Lake Geneva Schools Community Social Media Policy

[Board Policy 821.5](#)

### Purpose:

Social Media is an important part of the Lake Geneva Schools' (i.e. the District) communications strategy. The District recognizes its value and the role it can play in enhancing communication with our many audiences. There are many factors to consider surrounding the use of social media, and we've developed these guidelines to help our school community participate online in a respectful, relevant way that protects the reputation of both individual social media users and the District. This policy is in addition to, and complements existing and future District policies regarding the use of technology, and it may be amended at any time to address changes in District operations or the law.

For the purposes of this document, social media includes, but is not limited to, all current and future social networking and media sharing sites including Facebook, Twitter, Instagram, Pinterest, Flickr, Google+, Snap Chat, YouTube, etc. It also includes all apps, blogs, personal web pages, comments on web sites, discussion forums, electronic/text messaging, and any other online tool or activity that involves connecting or communicating with others.

### Community Participation & Comments On District-Affiliated Social Media

The District welcomes and encourages community participation on our sites. To promote respectful discussion within these forums, we request that you be courteous and follow our guidelines for site participation below. The District reserves the right to reject or remove comments for any reason and ban future posts from people who repeatedly violate this policy. Any submissions that fail to follow this policy in any way or are otherwise irrelevant will be removed.

### When posting/commenting on District-affiliated sites, you agree not to:

- Post material that infringes on the rights of the District or any individual or entity, including privacy, intellectual property or publication rights, or is determined by the District to be threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity.
- Post phone numbers, email addresses or other confidential information of students, faculty, or any other person other than yourself. If you choose to post your own contact information for any reason, please be aware that the information will be available to the public and is, therefore, subject to misuse.
- Post chain letters, post the same comment multiple times, post material that promotes or advertises a commercial product or business, or otherwise distribute "spam" via District-affiliated sites

Site users agree to indemnify and hold harmless Lake Geneva Schools, its affiliates, directors, employees, successors and assigns against any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorneys' fees and costs) arising out of any claim by a third party relating to any material a user has posted on District-affiliated sites.

# Lake Geneva Schools Student Social Media Policy

[Board Policy 443.9](#)

## **Purpose:**

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## **Student Use Of Social Media**

Students should always exercise the utmost caution when participating in any form of social media or online communications, both within the Lake Geneva Schools community and beyond, and abide by all District policies when pursuing the development of a school-affiliated site for educational purposes.

Students should remember that their posts reflect on the entire Lake Geneva Schools community and are subject to the same behavioral standards set forth in our Student Handbooks.

Students must not publish or share photos, videos or content of any kind that is disparaging, harassing or could damage the reputation of any member of the Lake Geneva Schools community, or athletic or academic contest rivals. Students who fail to abide by this policy, as with other District policies, may face disciplinary action.

# Lake Geneva Schools Employee Social Media Policy

[Board Policy 363.3](#)

## **Purpose:**

Social Media is an important part of the Lake Geneva Schools' (i.e. the District) communications strategy. The District recognizes its value and the role it can play in enhancing communication with our many audiences. There are many factors to consider surrounding the use of social media, and we've developed these guidelines to help staff and our school community participate online in a respectful, relevant way that protects the reputation of both individual social media users and the District. This policy is in addition to, and complements existing and future District policies regarding the use of technology, and it may be amended at any time to address changes in District operations or the law.

For the purposes of this document, social media includes, but is not limited to, all current and future social networking and media sharing sites including Facebook, Twitter, Instagram, Pinterest, Flickr, Google+, Snap Chat, YouTube, etc. It also includes all apps, blogs, personal web pages, comments on web sites, discussion forums, electronic/text messaging, and any other online tool or activity that involves connecting or communicating with others.

## Employee Process For Creating & Maintaining A Lake Geneva Schools Social Site

**All District-affiliated social media accounts must be approved and registered with the Technology department.** In order to develop and/or maintain a District-affiliated site, employees must:

1. **Get Prior Approval:** Discuss your social media plan with your building principal or supervisor and receive approval to develop a social presence. Consult with the District Technology Director or Communications Director if necessary. Building principals and District administrators may request site administrator access, and have the right to revoke access to any user at any time.
  2. **Complete the District [online social media survey](http://bit.ly/LGSocialSurvey) (available at <http://bit.ly/LGSocialSurvey>) and receive confirmation that it is on file with the district. Completion of the survey indicates that you have read, understand and agree to the District social media and technology policies.**
- **Use Your School-Issued Email Address** to create school-affiliated accounts.
  - **Have A Plan:** A successful social media presence takes time to maintain and requires resources and commitment to develop engaging content. Establishing a presence and then deserting or not regularly checking your channel will reflect poorly on the District and your activity/group/class. If you wish to develop a site, you must commit to updating your site at least once per week (preferably more) during the school year. **See our list of [Social Media Best Practices](#) to help you develop a quality social site.**
  - **Monitor Your Site:** Diligently monitor sites that accept comments or postings by anyone other than the site administrator. Delete any inappropriate comments, and report any concerns to your building principal and the District.
  - **Student Use:** Under no circumstances, shall students be allowed to manage or post to a District-affiliated social media site. Exceptions may be granted for educational purposes with prior approval from the building principal; however, students will operate the site only with direct supervision of a teacher/program leader.
  - **Classroom Use:** Employees should communicate clearly with families and students before using social media so that families understand what, if any, information regarding their children may be available on the internet, how student privacy will be protected, and the level of security. For classroom use, staff should consider using password-protected or private sites/groups, and review/refresh the list of those who can access your sites/groups before the start of each new school year.
  - **Photo Sharing:** Passive consent (consent that requires parents to actively opt-out rather than opting-in) is appropriate in most instances. Each school maintains a list of “no photo” students. Check with your building principal to see if you have students in your classroom who cannot be photographed. Do not tag students or parents in posts. Avoid identifying students by full name whenever possible, especially at the elementary and middle school level.

## Employee Use of Social Media - Your Personal Responsibility

Employees should exercise care in setting appropriate boundaries between personal and professional online behavior, understanding that the lines between public and private, and personal and professional are often blurred in the online world. For your protection, carefully review the privacy settings on all social media and networking sites, and exercise care and good judgment when posting on such sites. Violations of District policies may result in the District requesting that the employee cease such activity and disciplinary action may result.

**When using personal social media, employees should adhere to the following guidelines:**

- Do not make statements that would violate any District policies concerning discrimination, bullying or harassment. Avoid making defamatory statements about the District, schools, employees, students, or their families. Never disclose confidential information of the District, schools, individuals or organizations, including students and/or their families.
- **Use your personal email address** and NOT your District-provided email on personal social networking sites and while engaging in other off-duty social media activities. At no time, except with prior consent from the superintendent, should you claim to be speaking or issuing opinions on behalf of the District. In instances where there could be confusion, you must add a disclaimer stating that views and content are exclusively your own and not representative of Lake Geneva Schools.
- **Avoid connecting with current students** on personal social networking sites. Exceptions would include a student being a family member or relative, or in those instances where an employee's interaction with students is as a result of certain activities (Boy Scouts, religious organizations, etc.). Employees should immediately document and report to the District any inappropriate communication received from a student.

