

Administrative Directive Title: Use of Social Media for District and School Communication	AD Number: 1.500.2	Adopted: November 1985 Former Descriptor: PER19
Policy References: Board Policy 1.500 - Board-Community Relations	Revised: 9/18; 7/19; 11/24	

1 **Social Media Use Policy for Murfreesboro City Schools**
 2 Murfreesboro City Schools recognizes the importance of social media as a valuable tool for
 3 disseminating school information and engaging with the community. To facilitate effective
 4 communication, the district authorizes the use of two specific social media platforms: X (formerly known
 5 as Twitter) and Facebook.

6 **Establishing a Social Media Account**
 7 Before establishing a social media account on behalf of a school, all administrators are required to
 8 contact the MCS Communications Department. This initial step ensures that the guidelines and best
 9 practices for social media use are clearly defined and adhered to. The Communications Department
 10 will provide comprehensive guidelines to assist schools in effectively utilizing social media for
 11 communications, ensuring that messages are consistent, appropriate, and aligned with district policies.

12 **Staff Approval**
 13 Staff members seeking to communicate on behalf of the school through social media must be approved
 14 in advance. This approval process fosters accountability and helps maintain the integrity of the
 15 school’s messaging. All communications must reflect the values and mission of Murfreesboro City
 16 Schools, promoting a positive and informative online environment for students, parents, and the
 17 community. Staff members may not publish confidential information, partisan political views, or
 18 commercial endorsements.

19 **Confidential Information**
 20 When using social media, it is crucial to respect the confidentiality of student and staff information.
 21 Staff members must not post any confidential information or personally identifiable information (PII)
 22 regarding students or employees without appropriate consent. This includes, but is not limited to,
 23 education records, health information, or any sensitive personal details. Violations of confidentiality
 24 may lead to disciplinary action.

25 **Respect for and Use of Logos**
 26 The use of Murfreesboro City Schools’ logos, trademarks, or other branding elements on social media
 27 must be done with respect and in accordance with district policies. Any use of official logos must be
 28 approved by the MCS Communications Department to ensure proper representation of the school
 29 district. Unauthorized use of logos for personal or commercial purposes is strictly prohibited.

30 **Copyright Law**

31 All staff members must adhere to copyright laws when posting content on social media. This includes
32 respecting the intellectual property rights of others by not using copyrighted materials, such as images,
33 videos, or text, without proper permission or attribution. Staff may not repost or share content that is
34 not directly associated with the official Murfreesboro City Schools website or social media accounts.

35 **Public Records**

36 Social media communications may be considered public records and are subject to disclosure under
37 public records laws. Staff members should be aware that any content posted on authorized social media
38 accounts may be accessed by the public and may need to be retained in accordance with district
39 policies. Care should be taken to ensure that all posts are appropriate and align to the district's values
40 and mission.

41 **Social Media Guidelines**

42 Murfreesboro City Schools values open, two-way conversation with district stakeholders. Our official
43 pages on Facebook and X provide forums for everyone to respectfully discuss topics related to education,
44 important communications from the school or school district, and to share and celebrate relevant news
45 stories. Any social media site used by Murfreesboro City Schools or a school serves as a limited public
46 forum and all content published is subject to monitoring.

47 To maintain a constructive dialogue, MCS requires that the following guidelines be posted and adhered
48 to on all official social media pages:

49
50 **“MCS welcomes your comments and hopes that information shared on this site will be constructive**
51 **and courteous. Users who interact with MCS online through social media are fully responsible for**
52 **the content of their comments. MCS does not discriminate against any viewpoints, but reserves**
53 **the right to delete any of the following user-generated posts:**

- 54 • **If the content clearly does not relate to MCS or is spam (defined as any unsolicited,**
55 **irrelevant, or repetitive promotional content that disrupts genuine conversation or**
56 **engagement)**
- 57 • **If the content contains obscenity or material that appeals to the prurient interest**
- 58 • **If the content contains personal identifying information or sensitive personal information,**
59 **including phone numbers, personal e-mail addresses, residential addresses or similar**
60 **information**
- 61 • **If the content contains offensive terms that target protected classes**
- 62 • **If the content is threatening, harassing or discriminatory**
- 63 • **If the content incites or promotes violence or illegal activities**
- 64 • **If the content contains information that reasonably could compromise individual or public**
65 **safety**
- 66 • **If the content advertises or promotes a commercial product or service, or any entity or**
67 **individual**
- 68 • **If the content promotes or endorses political campaigns or candidates**

69 **Communication made through this social media site will in no way constitute a legal or official**
70 **notice or comment to the school district or any official or employee of the school district for any**
71 **purpose. These comment guidelines are subject to amendment or modification at any time to**
72 **ensure that its continued use is consistent with its intended purpose as a limited forum.”**