

DISTRICT-SPONSORED INFORMATION MEDIA

Code **KDC** Issued **9/19**

The district website is intended to provide a means of sharing information with stakeholders and the public about the district's educational program and district-sponsored activities.

Official district websites and social media accounts include only those created by the superintendent or his/her designee; those hosted and maintained on the district's computer networks with the full knowledge and approval of the superintendent or his/her designee; and those designated as official websites and social media accounts by the superintendent or his/her designee. Any websites or social media accounts that otherwise contain references to the district or its operations or educational program are not considered official, and the district will not be responsible for their content.

Building-level principals are responsible for content and maintenance of individual school websites and social media accounts. All information published on these websites and social media accounts must be approved by these individuals or their designees. The superintendent acts as the final authority when issues arise concerning these platforms and their content.

Social Media Comments Policy

The district's official social media platforms are one way the district elects to provide information to parents/legal guardians and other members of the public. Such platforms are administered by staff designated by the superintendent. The district reserves the right to remove comments that contain:

- conduct or encouragement of illegal activity
- content that violates federal or state law
- content that promotes, fosters, or perpetuates discrimination against protected classes
- content that violates legal ownership interest of any other party, such as copyright or trademark infringement
- information that may tend to compromise the safety or security of the district or its technology systems
- profane language or content
- promotions of particular for-profit services, products, or political candidates or organizations
- sexual harassment content
- solicitations of commerce or advertisements, including promotion or endorsement
- spam or comments that include links to external online sites

Violators of this policy may have their comments removed. Continued or egregious violations of this policy may prompt the district to further restrict an individual's commenting on official social media platforms.

Comment review process

When a comment that is regarded as violating the social media comments policy is reported, the superintendent or his/her designee will review the comment and authorize removal, as appropriate. If possible and appropriate, the commenter will be contacted regarding a violation of this policy and to request voluntary removal of the comment. Appeals regarding the district's decision to remove a comment may be submitted by contacting (*option: insert email or phone number*). Such appeals will be addressed within three (3) business days. The superintendent's determination as to violations of the social media comments policy, and removal of comments, are final.

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Adopted 9/10/19

Legal References:

A. S.C. Code of Laws, 1976, as amended:

1. Section 30-4-10, *et seq.* - South Carolina Freedom of Information Act.

B. Federal Cases:

1. *Davison v. Randall*, 912 F. 3d 666 (4th Cir. 2019).