



ADMINISTRATIVE POLICY
Social Media Guidelines
COM-A004

Policies are periodically revised. For the most recent version, please visit <https://salkeiz.sharepoint.com/qam/SitePages/Home.aspx>

1. Salem Keizer Public Schools welcomes the community to engage with the organization through its Facebook, Twitter, YouTube, and Instagram channels. The goal with these social media channels is to communicate information about the District and its schools, to raise awareness of District and school services and activities and to communicate with the Salem-Keizer community. These channels are not intended to be public forums covering all topics.

1.1. The District is committed to providing a safe and welcoming environment for all. SKPS manages and moderates the content and comments on all its social media sites using the following guidelines. However, if you need immediate assistance, please contact the specific school or program using the contact information available at: <https://salkeiz.k12.or.us/>

Salem-Keizer Public Schools reserves the right to delete submissions and comments that:

- Include vulgar or profane language;
- Spam, repetitive or trolling;
- Include links to other sites;
- Clearly off topic; comments made in the thread must be related to the original post;
- Advocate illegal activity or violence;
- Promote particular services, products, campaign, or political organizations;
- Infringe on copyrights or trademarks;
- Violate Salem Keizer Public Schools policies, including the District's Every Student Belongs policy, which prohibits hostile expressions of animus toward another person, relating to another person's perceived race, color, religion, gender identity, sexual orientation, disability or national origin.
- Infringe on others' privacy rights, including the posting of personal information; or
- Represent personal attacks of any kind.
- SKPS reserves the right to determine and remove comments that interfere with a safe welcoming environment.

1.2. To maintain an informative and friendly environment for our community, each post's comment section may be revised, turned off, or restricted as needed. Those who violate these guidelines may be blocked from the District's social media channels.

2. Complaints:

2.1. The District takes complaints seriously and ensures concerns are quickly addressed. The District's social media channels are not the right place to file a complaint to ensure both your privacy rights and the rights of others are maintained. The preferred option for filing complaints is to contact the District directly: <https://salkeiz.k12.or.us/complaint-process/>.

Revision History:

Date	Description
2/1/22	New Policy

Approved By:
Superintendent