

All board members can be contacted through a Board of Education group e-mail. The address is: boardofeducation@glenbrook225.org. A e-mail message to this address is forwarded to every board member. *Please be advised that all e-mails sent to any current board member will be considered part of the public record and therefore may be subject to the Freedom of Information Act.*

Do you have questions?

As the Board's function is primarily policy making, a resident who has questions about specific school functions or issues should contact the teacher or administrator closest to the situation. A resident who has questions about the operation of the school district should call the superintendent. A resident who needs general information about the schools or district should contact the director of community information.

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Section A - Regular Meetings

1. Regular meetings of the Board of Education of District #225 shall be held on the second and fourth Mondays of each month at a location and time approved by the board as part of the calendar of regular board meetings unless established by other action in keeping with provisions of the Open Meetings Act.
2. All regular, emergency and special meetings of the Board and all committee meetings shall be open to the public, subject only to public exclusion from closed sessions for matters which are permitted to be conducted in closed session by statute, regulation or case law.

Section B - Quorum and Participation by Audio or Video Means

1. A quorum of the Board must be physically present at all Board meetings. A majority of the full membership of the School board constitutes a quorum.
2. Provided a quorum is physically present, a Board member may attend a meeting by video or audio conference if he or she is prevented from physically attending because of: 1) personal illness or disability, 2) employment or District business, or 3) a family or other emergency. If a member wishes to attend a meeting by video or audio means, he or she must notify the board secretary or Superintendent at least 24 hours before the meeting unless advance notice is impractical. The board secretary or Superintendent will inform the Board President and make appropriate arrangements. A Board member who attends a meeting by audio or video means, as provided in this policy, shall be deemed to be present at the meeting and may participate in all aspects of the Board meeting including voting on any item.

Section C - Meeting Procedures

1. The secretary of the Board of Education shall assume responsibilities relative to notification of time and place for all Board meetings and committee meetings, for the necessary physical arrangements, and for the distribution of appropriate materials relative to all meetings to the Board members. Such responsibilities shall be executed in compliance with relevant laws, statutes and Board policies and directives and with consideration for public accommodation.
2. The secretary of the Board shall prepare an agenda for each meeting of the Board subject to final revision and approval by the Board at the meeting. The agenda shall include items recommended by the Board, by the superintendent, and matters required by law or statute. Each Board agenda shall include Agenda Items for Future Board Meetings. At that time in the meeting individual Board members may propose topics for future Board agendas. The Board as a whole will then decide whether or not to place the proposed item on a future agenda.

3. Unless otherwise specified by legal requirements or specific Board actions all meetings of the Board shall be conducted under procedures established by the Board. In the event the Board reaches an impasse in establishing a procedure (or procedures), Robert's Rules of Order shall govern.
4. The secretary of the Board shall keep written minutes of each meeting with such annotation as the Board deems appropriate. After the minutes are approved by the Board, the minutes shall be signed by the president and secretary of the Board.
5. The secretary of the Board shall electronically record regular, special meetings, and closed sessions of said meetings of the Board and maintain the electronic recording until authorized by the Board to dispose of the recordings, except that electronic recordings of regular and special meetings may be destroyed, to the extent provided by law, upon approval by the Board of the minutes for those respective meetings.
6. Not less than semi-annually, the Board shall review the minutes, the electronic recording, or a review of a summary of the topics contained on the electronic recording from closed sessions that are currently unavailable for public release. As a part of said review, the Board may meet in closed session, and shall determine which, if any, minutes, no longer require confidential treatment and are available for public inspection. Such determination shall be reported in an open session immediately following said closed session, if held. At this same biannual review of the electronic recordings or review of a summary of the topics contained on the electronic recording, the Board can make a recommendation that certain electronic recording of closed sessions may be destroyed by a future Board eighteen (18) months after the creation date of each recording.
7. After eighteen (18) months have passed since being made, the electronic recording of a closed session will be destroyed, provided the Board has approved both (a) the destruction of such electronic recording, and (b) the written minutes of such closed session, which written minutes shall comply with the requirements of Section 2.06(a) of the Illinois Open Meetings Act (5 ILCS 120/2.06(a)), as amended from time to time. The consent agenda item for this meeting shall list the specific date of the meeting on the recording recommended for destruction.
8. At no time will an electronic recording be released that would violate State or federal privacy or confidentiality requirements, including, but not limited to, any matter concerning (1) a named student, (2) an employees or applicants personnel file and personal information, (3) school security plans, (4) communications between the Board and an attorney representing the district, and (5) all information exempted from disclosure under the Illinois Freedom of Information Act, 5 ILCS 140/1 et. seq. No minutes will be destroyed if said minutes pertain to pending or potential litigation, provided that as to said pending or potential litigation the District has received written notice thereof.

9. Requests by members of the public for access to the electronic recording of a closed session will be denied unless the Board has found that the electronic recording no longer needs confidential treatment. Individual Board members may listen to verbatim recordings when that action is germane to their responsibilities, e.g., in order to check the accuracy of minutes or to determine whether the electronic recordings no longer require confidential treatment. In the interest of encouraging free and open expression by Board members during closed sessions, the electronic recordings of closed sessions should not be used by Board members to confirm or dispute the accuracy of recollections.

Section D - Public Communications With Board

The Board of Education encourages full public communication with the Board, either in person at Board meetings or through written statements directed to the Board through its secretary. The only limitations on such communications are:

1. exclusion of the public from the Board's closed sessions,
2. all written statements to be submitted to the Board shall be received by the secretary of the Board three working days preceding the Board meeting,
3. all members of the public addressing the Board shall be bound by the rules of order governing oral comments at Board meetings as outlined in Section E of this policy.

Section E - Comments from Members of the Public at Board Meetings

While the Board of Education welcomes comments from members of the public, meetings of the Board of Education are not public hearings, except as otherwise noticed or required by law. Meetings of the Board of Education are public open meetings conducted to carry out the business of school district governance. Therefore, to facilitate public comments and yet preserve the flow and the orderly completion of the meeting agenda, the Board has adopted the following rules of order for oral comments from members of the public.

1. a. A period for public comments shall be scheduled at or near the beginning of each regular or special Board meeting, and for each committee meeting conducted as a public meeting, open to the public. This public comment period shall normally be limited to 30 minutes; the public comment period may be extended beyond the 30 minute time period with the approval of the Board or may be moved to another time during a Board meeting, at the Board's discretion.
- b. The 30 minute time limitation shall not be in effect during formal "public hearings" mandated by statute or designated by the Board.
- c. Comments during the public comment period may concern items which are or are not on the meeting agenda except that public comments in a special Board meeting shall be limited to subjects appearing on the agenda for that special meeting.
- d. Public comments during specific agenda items, or at times other than the time designated for public comments, will not be permitted without the approval of the Board.

2. Individuals who have comments or questions concerning specific students, staff, programs or school practices shall be encouraged to discuss the issue with the school principal and the superintendent before bringing the issue to the attention of the Board.
3. Individuals requesting to comment shall identify themselves, and their residence (or if a legal representative, their business) address, and the topic they wish to review before addressing the Board. All comments and questions shall be directed to the president of the Board, or to the individual presiding over the meeting.
4. Members of the Board may ask clarifying questions of presenters. The Board shall have no obligation, however, to respond to comments made by members of the public.
5.
 - a. Oral comments shall normally be limited to 5 minutes per individual.
 - b. Presentations of more than 5 minutes in length shall be allowed with the approval of the Board and may be scheduled at the discretion of the Board.
6. Comments on topics not subject to the jurisdiction of the Board shall be out of order. The Board may choose to receive confidential information or information which could lead to disciplinary action pertaining to specific employees and any matters regarding individual students in closed session, and the President or person presiding over the meeting may rule to be out of order any public comments which may contain such adverse or confidential information regarding any student or district employees.

Section F- Requests for Information

The Board of Education has designated certain employees within the district to receive requests for information under the Illinois Freedom of Information Act (Board Policy & Procedures 9100). The Board encourages members of the public to utilize this procedure and directs the Board Secretary, as a designated employee to provide appropriate responses to requests for information.

The Board Secretary shall prepare a Freedom of Information Act request form and shall make the form readily available at Board meetings and at the district office for members of the public to use to request information.

Section G - Press Coverage

The Board of Education encourages full press coverage of all of its meetings that are open to the public and directs the director of public information to provide appropriate assistance which will facilitate such coverage.

Approved: August 20, 1973
Revised: September 19, 1977; January 14, 1985; December 7, 1992; February 28, 1994;
February 28, 2000; June 11, 2001; March 15, 2004; September 27, 2004; July 7,
2008, April 12, 2010

BOARD POLICY: COMMUNICATIONS

9300

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Section A - Introduction

The Board of Education believes it is its responsibility, as well as that of each employee, to engage in effective communications in an effort to strengthen the educational experiences of our school community, as well as to keep the taxpayers of District 225 informed of the actions, activities, achievements and status of the District.

Section B - Connection with the Community

The superintendent is the District's chief spokesperson and is directed by the Board of Education to plan and implement a District public relations (PR) and communications program that will build knowledge of the District, activities and finances, and support among students, parents, staff and the school community and community at large, by:

1. Promoting an understanding of district initiatives, policies, operations, finances, programs, services, and the educational organization as a whole.
2. Providing accurate, timely and transparent communication.
3. Providing news media with timely and accurate information.
4. Adhering to a policy of openness, honesty, integrity and ethics in communicating with all stakeholders
5. Providing opportunities for public engagement.
6. Establishing effective two-way communication systems that strengthen relationships.
7. Gathering community input regarding the District.
8. Demonstrating the benefits of district schools.
9. Helping the community feel a more direct responsibility for, and understand the benefits of, the quality of education provided by their schools.
10. Promoting a genuine spirit of cooperation between the school and the community.

Section C – Strategies

The public relations and communications program may include:

1. Regular news releases concerning District programs, policies, and activities, that will be sent to the news media.
2. News conferences and interviews, as requested or needed. Individuals may speak for the District only with prior approval from the superintendent.
3. The utilization of various communication tools (i.e. publications, websites, face-to-face meetings) to inform the community of major district programs, services, achievements, initiatives, finances, policies, actions, etc.
4. Publications having a high quality of editorial content and effective format. All publications shall identify the District, school, department, or classroom and shall include the name of the superintendent, the building principal, and/or the author and the publication date.
5. Other efforts that highlight the District's programs and activities.
6. A commitment to engaging and responding to media requests.
7. Informal and formal research gathering to assess the public's knowledge and attitudes about the District.
8. Staff development and training in communication skills and strategies.
9. Evaluation of communication strategies and adjustments as needed.

Approved: September 12, 2011

BOARD POLICY: SOCIAL MEDIA

9070

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Section A – Introduction

The Board of Education recognizes the potential benefits for the use of social media and other online technologies by employees, students and school-based groups. At the same time, the board also recognizes the potential impact on students, employees and the school community as well as the liability that can occur if such resources are used improperly or not conscientiously managed.

Section B – Guidelines for the Use of Social Media

The Board directs the superintendent to establish guidelines for social media use for the school-related use of social media and other online technologies by employees, students and school-based groups.

Section C – Parameters for the Use of Social Media

Staff and students should make use of these resources under the following guidelines.

1. School organizations are allowed to use social media for information, education and public relations purposes.
2. School employees are to utilize district-provided social media and technologies for school-related purposes. Prior to the creation of any online presence, beyond school-provided tools, the staff member is required to submit a proposal for review as outlined in the Guidelines for Social Media Use.
3. All staff members must maintain professional and age-appropriate communications in all interactions with District students and parents regardless of the forum, time or method of communication.
4. Improper student use of social media and technologies for school-related purposes or in a manner that is considered to have a nexus to the school is subject to disciplinary action in accordance with existing board policies, the code of conduct and the computer and network use agreement outlined in Board Policy 7220.

Section D – Related Board Policies

This policy should be read and interpreted in conjunction with:

1. Purpose and Use of Technology and Network Resources (Board Policy 7220)
2. Glenbrook High Schools Computer and Network Use Employee Rights and Responsibilities (Board Policy 7220)

Section D – Related Board Policies (continued)

3. Glenbrook High Schools Computer and Network Use Student Rights and Responsibilities (Board Policy 7220)
4. District World Wide Website (Board Policy 9060)
5. Student Behavior, Misconduct, and Rights and Responsibilities (Board Policy 8400)
6. Harassment (Board Policy 8470)
7. Hazing, Bullying, or Aggressive Behavior (Board Policy 8480)
8. Academic Dishonesty (Board Policy 8440)

Approved: July 11, 2011

Social Media Guidelines

A. Introduction

The District 225 Board of Education and administration recognize the potential benefits associated with the use of social media and other online technologies by employees, students and school-based groups and organizations. At the same time, they also recognize the potential impact on students, employees and the school community as well as the liability that can occur if such resources are used improperly or not consistently managed. As a result, the board has directed the superintendent and administration to establish guidelines for the school-related use of social media and other online technologies by employees, students and school-based groups.

It is important to note that these guidelines will be subject to revision as social media sources continue to evolve. The guidelines are intended to help shape habits and behaviors in a manner that reflects best practices and allows users to remain reasonably protected according to current legal standards. The use of social media is encouraged by staff and students, but it is to be recognized and understood that the guidelines are more restrictive for use that represents and is connected to the schools and the professional duties of staff members. At the same time, the district respects the rights of staff members to engage in personal use of social media and offers considerations and recommendations in an effort to keep the boundaries between personal and professional use from being obscure.

B. Parameters for the Use of Social Media

Staff and students should make use of these resources under the following guidelines listed in Board Policy 9070:

1. School organizations are allowed to use social media for information, education and public relations purposes.
2. School employees are to utilize district-provided social media and technologies for school-related purposes. Prior to the creation of any online presence, beyond school-provided tools, the staff member is required to submit a proposal for review as outlined in the Guidelines for Social Media Use.
3. All staff members must maintain professional and age-appropriate communications in all interactions with district students and parents regardless of the forum, time or method of communication.
4. Improper student use of social media and technologies for school-related purposes or in a manner that is considered to have a nexus to the school is subject to disciplinary action in accordance with existing board policies, the Code of Conduct and the Computer Use Agreement outlined in Board Policy 7220.

C. District Social Media Guidelines for Employees

There are two types of social media sites that employees may engage in:

- Individual/Personal Use (e.g. “Jane Smith”)
- Instructional/Professional Use (e.g. “Jane Smith’s History Class”)

1. Individual/Personal Use (“Jane Smith”)

District 225 recognizes that employees may choose to maintain social media sites for personal networking. Staff electing to utilize a social media site of a personal nature should be conscientious in their interactions and maintain a professional decorum. These guidelines define personal as the use of social media for non-District 225 related work or activity.

Considerations:

- a.) Are you adhering to the guidelines for professional behaviors established in your employment agreement and the district Acceptable Use policy?
- b.) Do you recognize the difference between speaking for yourself and speaking on behalf of the district? (e.g. In a crisis, the district may designate an official spokesperson. Sharing additional information in a public forum may be viewed as conflicting with district.)
- c.) Information posted in various social media forums is public - to varying degrees - depending on your specific privacy settings. Would you be comfortable if a colleague, student, or parent viewed your posts? Any content you publish should never compromise professionalism, integrity, and ethics in your role as a District 225 employee.
- d.) Are you consistent in addressing networking requests (e.g. Do you accept “friend” requests from all students, no students, or are you selective)?
- e.) Are you willing to manage your network connections to maintain the health of your professional identity?
- f.) Are you aware of any nexus between the school, students, and colleagues? (e.g. If you accept “friend” requests from students and you are also “friends” with a fellow teacher, you have now allowed students potential access to your colleague.)
- g.) Are you conscientious of your role as a public educator such as mandatory reporting? Are you aware of the need to maintain “transparent” communication with students?
- h.) Have you considered how you will address comments and two-way communication via your social media presence?
- i.) Have you considered the potential social/emotional implications on students when you initiate interactions with them via social networks? (e.g. You attempt to “friend” students on Facebook.)
- j.) How are you maintaining the boundaries of the student/teacher relationship?

Recommendations:

- a.) Staff should use only official district channels to engage with current students.
- b.) Please use a disclaimer stating no affiliation between your personal social media sites and District 225. (e.g. The ideas, opinions, and thoughts expressed here do not necessarily reflect those of your employer.)
- c.) Utilize the proper settings to maintain an appropriate level of privacy.
- d.) Staff should establish separate accounts for social media: one for professional interactions and one for personal.
- e.) Staff must adhere to photo guidelines for all student images taken during the school day.
- f.) All school-related communication with students must be able to be reproduced.

2. Instructional/Professional Use (“Jane Smith’s History Class”)

Social media may be used in the classroom to achieve organizational teaching and learning goals. However, guiding this practice are district considerations and expectations as part of the overall social media guidelines. These guidelines define professional as the use of social media for District 225 related work or activity.

Expectations:

- a.) Any online student work will be published using his/her own name.
- b.) Student work is not to be assessed within the social media application.
- c.) Staff will utilize the tools provided by the district. If it is determined, in collaboration with the Instructional Technology Coordinator, that a tool is not meeting their needs, then other options will be considered.
- d.) Staff will utilize the district-provided digital course space/course management software (e.g. Moodle). (Staff who obtain permission to use a different website or social media space for one-way communication, from their building-level administration, must provide a link to those resources from Moodle or the student information system. *Please note: Since the district does not have ownership over social media sites, they may not be used as a course space containing documents that would be considered student records (e.g. assignments). This would violate the Illinois Student Records Act.*
- e.) Student video, audio and images will be published through the district provided digital applications (e.g. YouTube, Google Apps).
- f.) Students will maintain one blog for their published writing through the district-provided digital application. This is to be utilized by all courses and all grade levels (e.g. Google Blogger).
- g.) Student portfolios will be created and maintained within the district-provided digital application (e.g. Google Sites, Google Blogger, Google Apps)

- h.) The teacher is responsible for managing the social interactions that occur within social media spaces for their students. Any improprieties are to be reported to the appropriate administrator immediately.
- i.) Interactions via social networking sites are encouraged as a means of connecting for academic purposes beyond the school day. Teachers need to create a professional educator account in these networks for interactions.
- j.) Posts may include items such as: news, school events, daily happenings, calendar entries, videos, audio, student and staff accomplishments, and items relevant to education in general. Post must be positive or neutral. Posts of a controversial nature should adhere to the guidelines for handling controversial issues as outlined in board policy 7330.
- k.) All student photos, names, videos, and works postings must comply with the District 225 Photo Release Policies. (*See communications guidelines.*) For example: it is permissible to post photos of students engaged in daily happenings, so long as their names are not used in conjunction with the photo.
- l.) It is acceptable to engage in social media with other K-12 academic institutions, colleges and educational service providers. However, it is unacceptable to engage with commercial entities, vendors, political/religious affiliations and other organizations or individuals that are deemed inappropriate.
- m.) District 225 schools do not accept responsibility or association with fans, followers, and/or the equivalent. We reserve the right to terminate any associations on social media sites that are deemed inappropriate. Interaction of this type may be viewed as an official endorsement.
- n.) Any employee utilizing social media for instructional/professional purposes must produce user names and passwords at the request of the administration.
- o.) Careful consideration should be given to content as all comments are public and may be quoted by the media or other entities.
- p.) Staff who initiate social media channels are responsible for the content and interactions.
- q.) Social media may be used to provide broad notifications to a group (e.g. students in a math class) but is not allowed for one-to-one communication. Individual communication should be reserved for official district-provided email.
- r.) Staff must adhere to photo guidelines for all student images taken during the school day.
- s.) All school-related electronic communication with students must be able to be reproduced, in keeping with Board policy 7220.

D. District Social Media Guidelines for School-Based Groups

Official School Organizations Social Media Presence

The sponsor of school-based clubs, activities, athletics, and programs, who choose to communicate through social media sites must adhere to the following guidelines.

1. Administration of social media websites

- a.) The (adult) sponsor of any school group, including activities, athletics, clubs, or programs, who choose to create an official social media site, are required to submit a proposal to the district Social Media Team (Instructional Technology Coordinators and Director of Public Relations) for review.
- b.) The creator of the social media site must comply with the two-way communication guidelines established by the district, and serve as the designated moderator.
- c.) The group's social media site will clearly identify itself as an official school social media site and will connect back to the official social media for the school.
- d.) The user name and password for each official school social media site must be provided to the District Social Media Team.
- e.) All school and district sponsored social media will include the following disclaimer: *We encourage users to comment on articles, blogs, reviews and multimedia features. User reviews and comments that include profanity, personal attacks, inappropriate comments or material, or violate our social media guidelines will be removed from the site. Additionally, entries that are unsigned or contain "signatures" by someone other than the actual author will be removed. Finally, we will take steps to block users who violate any policies governing this site.*

2. Posting and monitoring

- a.) Social media is most effective when used frequently and monitored closely for input.
- b.) The general philosophy of District 225 is that our website provides a semi-static information environment, whereas the use of social media will be a dynamic platform to enhance communications and provide information. It is at the discretion of the building administrations to establish the frequency and degree of this form of communication.
- c.) Posts may include items such as: news, school events, daily happenings, calendar entries, videos, audio, student and staff accomplishments, and items relevant to education in general. Posts must be positive (or neutral) and should not attempt to share information that is controversial, offer criticism or opinion without guidance from the Superintendent, Principal, or Director of Public Relations.
- d.) All student photos, names, videos, and works postings must comply with the District 225 Photo Release Policies.
- e.) It is acceptable to engage in social media with other K-12 academic institutions, colleges and educational service providers. However, it is unacceptable to engage with commercial entities, vendors, political/religious affiliations and other organizations or individuals that are deemed inappropriate.

- f.) District 225 schools do not accept responsibility or association with fans, followers, and or equivalent. We reserve the right to terminate any associations on social media sites that are deemed inappropriate. Interaction of this type may be viewed as an official endorsement.
- g.) In the course of monitoring social media sites, any improprieties are to be reported to the appropriate administrator immediately.
- h.) Careful consideration should be given to content as all comments are public and may be quoted by the media or other entities.
- i.) Staff who initiative social media channels are responsible for the content and interactions.
- j.) Social media may be used to provide broad notifications to a group (e.g. students in chess club) but is not recommended for one-to-one communication. Individual communication should be reserved for official district-provided email.

3. Two-way communication

Social media provides a platform for two-way communication. Should the school-based group decide to engage in two-way communication, the designated moderator must adhere to the following:

- a.) Frequent monitoring of group-based social media commentary will be done by the designated moderator.
- b.) Comment moderation, when offered, will be utilized.
- c.) Response to external commentary is at the discretion of the designated moderator. (See flow chart for response suggestions.)
- d.) Comments that require an immediate action due to mandatory reporting, threats, bullying, etc. need to be captured, removed and reported to the appropriate building administration.
- e.) Responses to external comments should represent the organization.

E. District Social Media Guidelines for Administrators

Official School Level Social Media Presence

In an effort to build community and increase engagement, District 225 is committed to maintaining a social media presence to communicate with its various stakeholders including students, parents, community members and alumni.

1. Account establishment

- a.) Each school is responsible for administering their desired social media presence.
- b.) There will be a common user name and password for each social media tool unless the tool provides the capability for multiple users on one account. All 12-month administrators will have access.
- c.) The Instructional Technology Coordinator is the administrator in charge of building-based social media.
- d.) The user name and password for each official school social media site must be provided to the Director of Public Relations, who may also contribute content.
- e.) All school and district sponsored social media will include the following disclaimer: *We encourage users to interact with articles, blogs, reviews and multimedia features. User reviews and comments that include profanity, personal attacks, inappropriate comments or material, or violate our social media guidelines will be removed from the site. Additionally, entries that are unsigned or contain "signatures" by someone other than the actual author will be removed. Finally, we will take steps to block users who violate any policies governing this site.*

2. Posting and monitoring

- a.) Social media is most effective when used frequently and monitored closely for input.
- b.) The general philosophy of District 225 is that the website provides a semi-static information environment, whereas the use of social media will be a dynamic platform to enhance communications and provide information. It is at the discretion of the building administrations to establish the frequency and degree of this form of communication.
- c.) Posts may include items such as: news, school events, daily happenings, calendar entries, videos, audio, student and staff accomplishments, board/district level actions, and items relevant to education in general. Posts must be positive (or neutral) and should not attempt to share information that is controversial, offer criticism or opinion without guidance from the Superintendent, Principal, or Director of Public Relations.
- d.) All student photos, names, videos, and works postings must comply with the District 225 Photo Release Policies as provided in the Student/Parent Handbook and the district communication guidelines.
- e.) It is acceptable to engage in social media with other K-12 academic institutions, colleges and educational service providers. However, it is unacceptable to engage with commercial entities, vendors, political/religious affiliations and other organizations or individuals that are deemed inappropriate.

- f.) District 225 schools do not accept responsibility or association with fans, followers, and or equivalent. We reserve the right to terminate any associations on social media sites that are deemed inappropriate. Interaction of this type may be viewed as an official endorsement.
- g.) In the course of monitoring the social media sites, any improprieties are to be reported to the appropriate administrator immediately.
- h.) Careful consideration should be given to content as all comments are public and may be quoted by the media or other entities.

3. Two-way communication

Social media provides a platform for two-way communication. Should building administration decide to engage in two-way communication, please adhere to the following:

- a.) Frequent monitoring of building-based social media commentary will be done by a designated administrator.
- b.) Comment moderation, when offered, will be utilized.
- c.) Response to external commentary is at the discretion of the designated building administrators.
- d.) Comments that require immediate action due to mandatory reporting, threats, bullying, etc. need to be captured, removed and reported to the appropriate building administrator.
- e.) Responses to external comments should represent the organization.