



## VALLEY VIEW PUBLIC SCHOOL COMMUNITY DISTRICT 365U

### Social Media Proposal

All Valley View School District 365U staff members who intend to establish a social media site as an official representative of VVSD365U must submit this form to their principal, assistant principals or their \*designee(s), for pre-approval. School principals, assistant principals or their \*designee(s), and Central Office staff members should submit pre-approved proposals and a signed copy of the "Valley View School District's Guidelines to Using Facebook with Students" to the district's Director of Community Relations. Upon approval of Senior Administration, the Director of Community Relations will send the school principals or Central Office staff members a copy of the approved proposal form. The principal/designee will send the approved proposal form to the "Primary Account Operator" (see below). Approved sites will be subject to an annual review and have benefits including:

- Increased legal protections
- Increased administrative support

***Submit your completed, signed form to your principal / \*designee.***

DATE PROPOSAL SUBMITTED: \_\_\_\_\_

SOCIAL MEDIA FORUM: FACEBOOK ☐ TWITTER ☐ Other (specify): \_\_\_\_\_

IF FACEBOOK, WHAT TYPE OF PAGE WILL THIS BE? FAN ☐ SUBSCRIBER ☐

NAME OF PRIMARY ACCOUNT OPERATOR: \_\_\_\_\_

POSITION & BUILDING OF PRIMARY: \_\_\_\_\_

NAME OF SECONDARY ACCOUNT OPERATOR: \_\_\_\_\_

POSITION & BUILDING OF SECONDARY: \_\_\_\_\_

OFFICIAL SITE NAME (Ex. "Romeoville High School Counseling Department"):

\_\_\_\_\_

SITE URL (Ex. "www.facebook.com/rhscounseling"): \_\_\_\_\_

PROPOSED LAUNCH DATE: \_\_\_\_\_ TARGET MARKET/AUDIENCE: \_\_\_\_\_

PRIMARY GOALS OF THE SITE: \_\_\_\_\_

\_\_\_\_\_

WILL COMMENTS BE ALLOWED ON THE SITE? YES ☐ NO ☐

HOW, AND HOW OFTEN, WILL THE SITE BE MONITORED? \_\_\_\_\_

\_\_\_\_\_

**INITIAL EACH OF THE FOLLOWING**

"I AGREE TO:

- ADHERE TO A DISCLAIMER OF RULES AND EXPECTATIONS SUBSTANTIALLY SIMILAR TO THOSE LISTED ON THE VVSD 365U SOCIAL MEDIA WEBPAGE, TO GOVERN THE PUBLIC USE OF THE PROPOSED SITE DESCRIBED ABOVE,
- PERSONALLY MONITOR THE PROPOSED SITE ON A DAILY BASIS,
- ADD THE SCHOOL PRINCIPAL, ASSISTANT PRINCIPAL OR THEIR \*DESIGNEE AS AN ACCOUNT ADMINISTRATOR IF UTILIZING FACEBOOK OR SOCIAL MEDIA ALLOWING MULTIPLE ADMINISTRATORS,
- PROVIDE WRITTEN NOTIFICATION TO THE DIRECTOR OF COMMUNITY RELATIONS AND BUILDING PRINCIPAL OF ANY CHANGES TO THE PRIMARY OR SECONDARY ACCOUNT OPERATORS, AND
- ABIDE BY THE VVSD 365U ADMINISTRATIVE PROCEDURE #6235-APx, FOR SOCIAL MEDIA USE BY STAFF."

**INITIAL BELOW THAT YOU HAVE READ AND AGREE TO THE GUIDELINES LISTED ABOVE.**

PRIMARY ACCOUNT OPERATOR:

SECONDARY ACCOUNT OPERATOR:

**PROPOSAL SUBMITTED BY**

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*Signature of Primary Account Operator*

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*Signature of Secondary Account Operator*

**PROPOSAL PRE-APPROVED BY BUILDING ADMINISTRATOR**

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**PRINT NAME**

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**Signature**

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**Job Title and Building**

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**Date**

**PROPOSAL APPROVED BY**

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**PRINT NAME**

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**Signature**

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**Job Title and Building**

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**Date**

## Valley View School District's Guidelines to Using Facebook with Students

Below are a set of guidelines that teachers, coaches and club sponsors should follow when setting up and administering their official Facebook fan page.

- **Communicate your goals for the page.** Prior to setting up your Fan Page, discuss your goals for the page with your immediate supervisor and encourage him/her to assist you in monitoring your feeds and provide regular feedback.
- **Make your page official.** Use school logos and publish appropriate titles that clearly identify your page as the official source of news and information for your class, team or club. Always use your school email address and school contact information when setting up your public profile. You should never provide personal information on your page and never use your personal email account for contact purposes.
- **Notify ALL of the parents** of your students that you are using Facebook to share information, and encourage parents to also become a fan of your page. Remember to always remain transparent about your use of electronic communications.
- **Should your page allow others to post comments?** This depends on your goals for the page. If your goal is simply to push out relevant, current information to your stakeholders, then prohibiting new posts to your wall is encouraged. This option keeps your page uncluttered and emphasizes only your information. If your goals are to provide an environment that promotes an exchange of information and encourages students and parents to ask questions, then allowing posts may be appropriate. This option will require you to monitor your page more frequently as removing comments, links or images that are not relevant or inappropriate may be necessary. Always remember that your use of this form of electronic communication constitutes a public record, must be transparent to all stakeholders, and always contain content reflective of a district professional. Inappropriate comments, language or links on a page that you are responsible for could quickly bring your professionalism into question.
- **The Facebook Fan Page should never be used as a medium for personal conversations.** If a student or parent post a comment which you feel requires a more personal response, use your district email to communicate with them (or give them a phone call.)
- **Never associate names or other personal information with a photo of district students on your Fan Page.** Facebook Fan Pages should not be the only means by which you communicate with students. Rather, it should supplement your other communication sources (class or team websites, Edline, email or letters home.) Not every student may have a Facebook account and we should always respect family decisions in this regard.
- **VVSD Employees should never "friend" any student currently attending a VVSD school.** When you set up a Facebook Fan Page, your students become friends to your class, team or club, not you as an individual.

SIGN BELOW IF YOU HAVE READ AND AGREE TO THE GUIDELINES LISTED ABOVE.

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*Signature of Primary Account Operator*

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*Signature of Secondary Account Operator*