

BELLEVUE Independent Schools

EXTERNAL SOCIAL MEDIA GUIDELINES

PURPOSE

Building communication and trust with our stakeholders and visitors; encouraging participation through comments and feedback.

GOALS

Bellevue Independent Schools aims to effectively use Social Media Accounts to:

- Provide vital and timely information
- Highlight student and staff achievements
- Support our community through engagement and outreach
- Support district marketing and promotional campaigns
- Frame the public conversation around BISD
- Introduce prospective students/families to the BISD community

Be aware that, when engaging with this district through Social Media, you agree to the following:

- **MODERATION OF YOUR CONTENT**

BISD does not necessarily endorse, support, sanction, encourage, verify or agree with third-party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes, or services posted on our social media channels.

This district social media site serves as a limited public forum and all content published is subject to preservation and disclosure in accordance with the Kentucky Open Records Act, KRS 61.870 to KRS 61.884.

- **ASSUMING PERSONAL RESPONSIBILITY FOR YOUR CONTENT CONTRIBUTIONS**

User-generated posts are subject to rejection/removal when the content includes any of the following:

- incitement of violence or violent behavior,
- defamation or spread of misinformation,
- copyrighted or commercial material
- fraudulent material or accusations, or
- obscene or illegal material.

Information that compromises the safety or security of our students, staff, or the school community as a whole is strictly prohibited. Each user assumes personal responsibility for their comments, username, and any information provided.

Should any third-party content be removed for violation of the above rules, users will be informed by one of our moderators via instant message and/or email of the reason for removal.

EMERGENCY POSTINGS

Social media sites are not monitored 24/7. If there is an emergency, contact 911. For non-emergency issues, please email lovethvue@bellevue.kyschools.us and we will contact you shortly.

Edited February 3, 2022.