



Rules of Engagement for Social Media Platforms

The D.C. Everest Area School District's Facebook, Instagram, LinkedIn, Twitter and YouTube accounts serve as a source of information for our community and provide us with the opportunity to engage with our stakeholders. We welcome the opportunity to hear from you and encourage your participation. At the same time, we have established rules for engagement.

We expect that the people who use our social media channels will practice civility and common sense when posting comments to our pages. Please remember your comments can be viewed by many people in our community and are considered to be in the public domain. Please ensure all comments are respectful, factual and constructive. While the district does not want to limit the opinions or comments of its community members, certain types of comments/posts will not be tolerated.

We reserve the right to "hide" or "delete" posts and comments that reasonably could be interpreted as:

- Using vulgar, abusive, sexist, sexually explicit, obscene, offensive, hateful, profane or threatening language;
- Personal attacks, insults, accusations or derogatory comments;
- Offensive to or target specific ethnic or racial groups;
- Endorsing a particular religion, creed, or sect;
- Inciting violence;
- Encouraging others to break the law;
- Campaigning for a political office;
- Identifying students and/or staff in defamatory, abusive or generally negative terms;
- Including confidential and personally identifiable information regarding a student(s);
- Sharing inaccurate, libelous, false or misleading information;
- Violating the privacy of others;
- Violating the Terms and Conditions of the social media channel;
- Promoting services or products; or
- Rude or as deriding the opinions of others.

Users are encouraged to report content that violates Facebook's, Instagram's, LinkedIn's, Twitter's or YouTube's Terms and Conditions by using the channel's official procedure. Repeated violations may result in a user being banned temporarily or permanently from the D.C. Everest District social channels. Individuals are encouraged to bring specific personal, student, and/or personnel complaints or concerns to the District's leadership rather than posting them on social media. Thank you for observing the rules of engagement, and we welcome your participation and feedback.