



Required
 Local
 Notice

MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public and improving education within the district. The Board and Superintendent will make every reasonable effort to cooperate with the media by providing accurate information about district operations, to the extent permissible by statute and regulation.

The Board President or designee is identified as the spokesperson for the Board based on consensus when the Board is making a statement on an issue.

No other member of the Board will speak individually for, or in the name of, the Board unless by explicit direction of the Board. Board members should emphasize to the media when asked to speak as a Board member that they can only speak as private citizens unless they have been empowered by the Board to speak for it.

The Superintendent of Schools or designee is identified as the spokesperson for the District.

The Superintendent of Schools shall establish all necessary procedures to govern utilization of news, online and social media on official District social media accounts. The Hudson City School District retains ownership of the content of individual web pages and online sites hosted on the District server or created and maintained by District personnel as a part of their professional responsibilities.

The Board believes strongly in the importance of including the community in dialogue surrounding important school issues and supports the responsible use of online and social media to achieve that goal. All District postings to such online environments will be treated with the same care and consideration and will follow the same procedures as any other communication which the Superintendent or his/her designee generates on behalf of the District and will adhere to the standards set in the Board's "Internet Safety" policy. Organizations wishing to have a link on official District web pages and online sites will adhere to the provisions of this and other related policies. The District takes no responsibility for a lack of timeliness of posting information due to technical difficulties or other circumstances beyond the District's control.

If a Board or staff member chooses to maintain his/her own media, online, or social networking presence, the Board or staff member must ensure that it is clear that the postings do not represent the Board or District. Community contributed comments on official District online or social media sites are understood to be solely the opinion of the author and not to represent the Hudson City School District.

Only official District social media accounts managed by the District reflect its views and opinions.

COMMENTING GUIDELINES

The Hudson City School District (HCS D) Board of Education is sensitive to community needs and encourages community participation and support for the schools. The HCS D's social media accounts are designed to facilitate communications with the public and to actively address community questions and to celebrate district achievements. Opinions expressed by district residents are solely the opinions of the individual commenter; they do not represent the Hudson City School District.

The District social media accounts are meant as informational tools and not designed to address individual issues with students, faculty or staff. Specific questions and concerns about individuals should be addressed to the building principal or district superintendent.

Specifically as it relates to user comments on the HCSD Facebook page, users will engage in a meaningful dialogue that is both relevant and respectful. In administering the page, the District will abide by the District's Computer Acceptable Use Policy and by Facebook's Statement of Rights and Responsibilities (<http://www.facebook.com/terms.php>). The school district asks that its Facebook fans do the same.

Please note that all comments are at the discretion of the page administrators. Comments are to be appropriate for an educational environment and for fans of all ages. The page administrator reserves the right to remove comments, not to limit criticism, but to protect the privacy and rights of staff and students.

In order to accomplish this goal, please abide by the following guidelines on all District social media accounts:

Be respectful. Personal attacks or derogatory comments aimed at specific individuals, employees or students are not permitted. Any form of bullying behavior will not be allowed.

Be polite. Avoid language that is abusive or inappropriate, including remarks that are racist, sexist, sexually explicit or obscene. Profanity is not allowed.

Be factual. Blatantly inaccurate, libelous or false information will be removed.

Monitoring of social media accounts will be done by page administrators designated by the Superintendent. The page administrator reserves the right, but is not obligated, to remove from District social media sites user comments that contain commercial solicitations, are factually erroneous or libelous, are off topic, or that otherwise violate the District Code of Conduct or relevant sites' Statements of Rights and Responsibilities. This includes comments with personal attacks or inappropriate language, imagery or profanity. Repeat violations of these user rules may result in a user being blocked from the site/page.

To initiate a discussion or to recommend a topic or story idea, contact the District Communications Specialist by emailing communications@hudsoncsd.org

Cross-ref: 4526.1, Internet Safety Policy
4526.1-R, Internet Safety Regulation
District Code of Conduct

Adoption date: July 9, 2007
Revision date: November 10, 2014
Revision date: January 29, 2015
Revision date: January 7, 2020