

CCSD#2 is soft launching Facebook and Twitter pages on August 1, 2017 and officially launching on August 11, 2017. This allows everyone to begin liking and following our pages while we take the time to share this news with you and answer any questions you may have.

We've decided to begin using social media now because we feel it will help us communicate the great things going on in our schools. Our focus will be on celebrating and supporting our schools, students and teachers, as well as sharing important news and communicating event information.

We've created a district-wide page for Converse County School District #2. After eliminating page names that were already taken and making sure our names complied with character count limits, we developed the following handles:

- Facebook - [www.facebook.com/conversecounty2](http://www.facebook.com/conversecounty2)
- Twitter - [@conversecounty2](https://twitter.com/@conversecounty2)

### **Why are we launching social pages now?**

Many other schools and districts have been using social media for several years, but we've taken our time to make this decision. After careful consideration and discussions with our board of trustees, we agreed that social pages would be a positive addition to our current communication methods.

### **What do I need to do?**

Please follow us and tell your friends and family! If you don't use social media, or aren't actively checking pages, that's okay. We will continue to provide communication through email, web, phone calls and fliers, among other things. Please also take the time to review our Social Media Comment Policy.

### **Will my child be pictured in social media?**

We will be generating posts that include photos and videos of students and staff, virtually all of which will come directly from teachers, coaches and club leaders. Parents will be able to provide their consent for a photo release at the beginning of school – if you give your consent, your child may be pictured on our social media pages, along with other communications produced and distributed by our schools and district. **You can change your consent designation any time by calling or visiting your child’s school and letting the front desk staff know.**

### **Will my child’s name be used with his or her image?**

The standard is to avoid using names unless necessary. However, if there is special recognition, then it may be appropriate to include the student’s name.

### **What if someone posts something inappropriate?**

To ensure everyone understands the ground rules for social media interaction on our school pages we have established a Comment Policy. It communicates the intention of our pages, our zero-tolerance policy for inappropriate comments, and that we reserve the right to delete posts and even ban users, if needed. It is attached here and will be posted on our district website and Facebook pages.

### **Can parents, staff and/or community members post and/or comment?**

Our staff will be generating virtually all content for posts – but everyone is welcome to comment, within the guidelines of our Comment Policy. To suggest an original post, email your idea to [cshadrick@converse2.org](mailto:cshadrick@converse2.org)

# Converse County School District #2

## Social Media Comment Policy

All of our social media pages will focus on celebrating and supporting our schools, students and teachers, as well as sharing important news and communicating event information. We encourage you to share your support, connect with other supporters, and visit frequently for news and updates.

While everyone is welcome and encouraged to comment, our first priority is to protect students, staff and community members. Comments and/or posts that do not follow this Comment Policy may be removed.

We have a zero-tolerance policy for cyberbullying and/or posts or comments that are political, racist, sexist, abusive, profane, violent, obscene, spam, contain falsehoods or are wildly off-topic, or that libel, incite, threaten or make ad hominem attacks on students, employees, guests or other individuals. We also do not permit messages selling products or promoting commercial or other ventures. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. We reserve the right to delete comments or topics and even ban users, if needed. Please be aware that all content and posts are bound by [Facebook's Terms of Use](#).

Converse County School District #2 encourages user interaction on its social pages, but is not responsible for comments or wall postings made by visitors to the page. Additionally, the appearance of external links, as posted by fans of this page or other Facebook users, does not constitute endorsement on behalf of Converse County School District #2. In most if not all cases, external links posted by fans will be removed.

You should not provide private or personal information (phone, email, addresses etc.) regarding yourself or others on this page. Any posts or comments containing personal information of this nature will be deleted.

If you have questions, please e-mail [cshadrick@converse2.org](mailto:cshadrick@converse2.org)