



Rochester Community Schools - Community Guidelines for Social Media

Rochester Community Schools maintains multiple social media sites to extend community engagement and distribute information about the district. The main objective is to inform the community by sharing accomplishments, events, appreciation and news regarding our students, staff and community partnerships. Content is directly related to the district's overarching goals and objectives, respects the diversity of our community, encourages positive online dialogue, and adheres to responsible digital citizenship.

Rochester Community Schools maintains the following social media sites:

- Facebook: @RochesterCommunitySchools
- Twitter: @rochcommschools
- Instagram: @rochesterschoolsmi
- LinkedIn: Rochester Community Schools

Community members are welcome to participate in RCS social media sites in a respectful manner. Social media provides opportunities for moderated discussion, but sites are not intended to be a public forum for all subjects. Administrators reserve the right to remove user-generated comments or content any time, for any reason, to include those that violate the RCS Respect Code, district policies, or do not adhere to community guidelines. Individuals who violate guidelines may be blocked from participation. The terms of usage may be updated at any time without prior notice. Community comments are solely the opinions of the users who post them and the district is not responsible for misinformation included in user comments.

As a responsible listener, Rochester Community Schools reserves the right to report threatening or unlawful social media activity to public safety authorities for appropriate action. When possible, community member inquiries or requests for additional information or follow-up will be shared by social media site administrators with appropriate contacts in the district. Social media is not the primary tool for sharing feedback with the district. Communications shared through social media do not constitute a legal or official notice to Rochester Community Schools. Formal communications with district administration and the Board of Education can be shared using the Talk to RCS feature or the Contact the Board link on the website at www.rochester.k12.mi.us.

In the event of an emergency, such as inclement weather or a crisis, district messages are first shared through the SchoolMessenger notification system, which may include email, phone and/or text messages. Messaging will be shared on the district webpage and social media sites for further dissemination and awareness.

RCS is committed to providing a positive and supportive learning environment so all members of our school community are safe, valued, and respected.

Social media participation from the community is welcome and encouraged. However, comments may be removed if they:

- Are defamatory, disrespectful, or discourteous toward an individual, group or organization.
- Do not pertain to the topic of the specific posting made by the page administrator.
- Contain language or statements that are threatening, profane, disrespectful, vulgar, disruptive, discriminatory or harassing in nature.
- Violate the privacy of students, staff or individuals.
- Violate the Rochester Community Schools Respect Code, Code of Conduct or any district policy.
- Contain links to other websites.
- Contain photographs or links to photographs, videos, audio or graphics.
- Disclose information that is sensitive, personal or confidential, especially as defined by the Family Educational Rights and Privacy Act (FERPA).
- Violate city, state or federal laws and regulations, copyrights or trademarks.
- Are related to legal matters or litigation.
- Advocate for or incite illegal activity.
- Represent a person other than the one posting the comment.
- Contain the following: political information; endorsement or opposition of any person campaigning for election to a political office; or promotion or opposition of any proposals, organizations or campaigns.
- Contain duplicative comments by the same user or multiple users.
- Qualify as spam, advertising, or promotion of a service or product.

Community members who would like to report an inappropriate comment for review may use the Talk to RCS feature on the website at: www.rochester.k12.mi.us.