

Licking Heights Local Schools Facebook Moderation Guidelines

Purpose: The Licking Heights Local Schools Facebook Page is intended to be a way to engage the communities we proudly serve through a limited public forum with informational updates, district celebrations (students and staff), event reminders, and other pertinent information intended to help the public stay informed and connected to their schools.

This page is updated on a near-daily basis with photos, fliers, and information in a manner that is directionally one-way in communication. In this format the district posts information and does not directly respond to comments or direct messages; however, in a practice of building and sustaining relationships the District may call families to follow-up from comments to be of help when inquiries arise.

All hosting of comments on this page are at the discretion of the page administrator(s) and the Communications Department. The intent of this policy is not to keep any negative or critical information from being posted with respect to First Amendment rights, but to keep discussion focused on the content of the post itself. The page administrator(s) will also review all postings to make sure they do not violate the district's Acceptable Use Guidelines regarding Internet access and practices, as well as Family Educational Rights and Privacy Act (FERPA) Provisions.

Members of the public making comments on the page are expected to show respect for their fellow users by ensuring the discussion remains productive. Comments are also subject to Facebook's Terms of Use and Code of Conduct.

While we welcome and encourage your thoughts and comments, **we will not leave comments up that:**

- Contain abusive, discriminatory or inappropriate language or statements. This includes remarks, images, videos, links, and gifs that contain obscenities or are sexually explicit.
- Easily identify students and/or staff in defamatory, abusive, or generally negative terms. If you disagree with the content, we ask that you refrain from personal attack or being disrespectful of others.
- Do not show proper consideration for others' privacy or are considered likely to offend or provoke others
- Are off topic. We will exclude comments not related to the subject of the conversation.
 - Ex: In a post about Students of the Month, a user posts their comment about "How Michigan will beat Ohio State on Saturday."
- Are spam– i.e. repeatedly posting the same comment or comments that are simply advertising/promoting a service or product.

- Break the law or encourage others to do so. This includes respecting copyright and fair use laws. If you are talking about somebody else's work, reference this or the person, and where possible include a link.

All statements and viewpoints expressed in the comments are strictly those of the commenter alone, and do not constitute an official position of Licking Heights Local Schools unless they are posted by the original author (who is an authorized representative of the District) or by a subject matter expert responding on behalf of the District.