Washington County School District
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Administrative Letter A171

Protecting Students on Social Media and Websites

Administrative Letter #171 - Approved 7-8-2025

Protecting Students on Social Media and Websites

The Washington County School District creates online content to support its educational mission. While this brings many benefits, it also carries risks. Protecting students is a top priority, and all district employees, volunteers, and representatives must follow Policy 3720 and this administrative guideline to reduce these risks. In compliance with U.C.A. §76-12-204 District staff shall follow the following guidelines:

Key Guidelines for Online Content:

- **Photos and Videos:**
  Do not post photos or videos of students (who aren't related to you) from school events on personal accounts.
- **Sensitive Information:**
  Check for visible student or class information before taking any photos in classrooms. Avoid sharing anything in the background that could reveal private details like names, grades, or other protected information.
- **Student Identifiers:**
  Be mindful of name tags, jerseys, or labels that reveal a student's name. Unless a media release is obtained, blur or remove student names.
- **FERPA Compliance:**
  Never post information protected by FERPA, such as grades, attendance, discipline records, handwriting, student addresses, or phone numbers.
- **Avoid Risky Posts:**
  Never post photos or videos of students if:
  - The content could increase the risk of harassment.
  - The student is wearing something that could increase their risk.

    - The photo puts the student in a situation that might lead to harassment.
    - The photo could be seen as racist or politically charged.

- **Framing Content:**
  If the goal is to highlight an event or activity, try to avoid showing students' faces when possible.

- **Media Release Forms:**
  Always obtain a media release form if:

    - The student’s face is recognizable. **[OR]**
    - The student’s name, height, weight, or age is connected to the image. **[OR]**
    - Fewer than three students are in the photo.

- **Social Media Timing:**
  Delay posts if possible to avoid revealing students' current locations.

This letter will be updated regularly as new risks arise.

Elementary Media Release Form https://procedure.washk12.org/forms/300/384-A

Secondary Media Release Form https://procedure.washk12.org/forms/300/384-B

Elementary Media Release Form (Spanish) https://procedure.washk12.org/forms/300/384-C

Secondary Media Release Form (Spanish) https://procedure.washk12.org/forms/300/384-D