

We encourage all members of our community to engage with each other through independent social media accounts for schools, programs and departments. These accounts must be approved by the Communications office, and all posts and comments on these accounts are public record.

Please complete and return this form to the communications office. The Communications office will send you an email with instructions on how to register with ArchiveSocial following approval of the account.

Since many staff have social media accounts that do not represent their school or program, but do represent them or their classrooms. If your account meets at least one of the following criteria, it must be registered with the Communications office:

- The account is connected to your school provided email.
- The account's primary purpose is to promote your classroom, a club or team you sponsor, your school, or the district.
- The account is used to discuss official school updates and to share information on behalf of the district, school, class, club, team, etc.

If you have any questions, please reach out! The Communications office would like to discuss and of your questions or comments as you work to build community and engagement.

### Account Type:

Please submit a separate form for each social media account.

- Facebook Page     Twitter     Instagram  
 YouTube     Vimeo     Other

Leave the section to the right blank if setting up a Facebook account. Instead of providing a password, please set the Communications office as a Page Administrator after the page is set up. The Communications office will provide instructions after approval.

### If you chose Other, Name of Platform:

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### Proposed Social Media Name:

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### Email Account Associated with Account:

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As the social media account administrator, I agree:

The social media account I am setting up is for the purpose of communicating information about my school, program, or department with students, families, and/or staff. This page is not intended to replace a teacher page on a school website and will not be used to communicate course-specific information, such as assignment deadlines or grades. The purpose of this page will be for:

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*(Describe what will be shared and who the intended audience will be.)*

My principal or department head has given me approval to start and maintain this social media account. My principal or designee will have administrative access to this social media account at all times and has agreed to periodically monitor the page. I will administer this social media account using my school email address as the contact email.

My Facebook page will be a "fan" page that allows students, staff and families to "like" my page, rather than "friend" my page. I verify that my page will not be an "individual" or "group" account that individual students, family members or staff can "friend." (Note: This does not apply if you are registering a social media account that is not on Facebook).

I will not post or discuss individual student data on this social media account and will otherwise comply with the data-sharing requirements of the Family Educational Rights and Privacy Act (FERPA). I will not post pictures, video or information on

this social media account associated with students who have a signed FERPA opt-out form. I will not discriminate against students or family members who choose not to participate on social media and who therefore do not have access to this account. I will not use this social media account as the exclusive form of communication for my school, program or department, to ensure that those who do not use this social media still have access to the information. I will ensure the account meets the social media provider's terms of use.

I have read and understand this policy. I will provide updated username and password information to the Communications office if it is changed.

**Employee Name (Please print):**

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**Employee Signature:**

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**Date:** \_\_\_\_\_

As the principal, designee, or central office department head, I agree that: I give approval to (Employee's name) \_\_\_\_\_ to start and maintain this social media account. I will have administrative access to this social media account at all times. I will periodically monitor this social media account. I will ensure that this employee will follow the guidelines outlined above.

**Name (Please print):**

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**Signature:**

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**Date:** \_\_\_\_\_

*Note: This form was redesigned by ArchiveSocial as a learning tool and is based on the Social Media Account Registration Form for Highline Public Schools.*