



## Social Media Account Registration Form

Staff are allowed to set up social media accounts for schools, programs and departments. These accounts must be approved by the Communications office, and all posts on these accounts are public records. Staff must agree to the page/account owner requirements outlined below.

Please complete and return this form to the Communications office. Once approved, you will be required to register the account with ArchiveSocial, the district tool that archives social media content per state law. The Communications office will send you an email with instructions on how to register with ArchiveSocial following approval of the account.

Many staff have Twitter 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 [first.last@highlineschools.org](mailto:first.last@highlineschools.org) OR [first.last@g.highlineschools.org](mailto:first.last@g.highlineschools.org) email address.
- The account's primary purpose is to promote your classroom, school, or district.

If you are not sure, let us know. We want to talk to you and help you figure it out. Please contact the Communications office at 206.631.3002 if you would like to discuss or have questions.

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### Account Type:

*Please submit a separate form for each social media account.*

Facebook Page     Twitter     Instagram     YouTube     Vimeo

Proposed Social Media Name: \_\_\_\_\_

Email Account Associated with Account: \_\_\_\_\_

Password Associated with Account: \_\_\_\_\_

*Leave this 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.*

**As the social media account administrator, I agree that:**

- ❖ 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.
- ❖ This page will be for: (describe the purpose of the social media account and who the intended audience will be).  

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- ❖ My principal or department head has given me approval to start and maintain this social media account
- ❖ My principal or a 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 Highline Public Schools email address as the contact email ([first.last@highlineschools.org](mailto:first.last@highlineschools.org) OR first.last@g.highlineschools.org).
- ❖ 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 ensure the account meets the social media provider’s terms of use.
- ❖ 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 Facebook still have access to the information.
- ❖ I have read and understand Highline Public Schools Policy No. 4309, 4309P, and 4309P1 – Staff.
- ❖ I will provide updated username and password information to the Communications office if it is changed.
- ❖ I will register my account with ArchiveSocial, the district tool that archives social media content.

Employee Name: \_\_\_\_\_  
*(Please print)*

Employee Signature: \_\_\_\_\_

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

**As the principal, designee, or central office department head, I agree that:**

- ❖ I give approval to \_\_\_\_\_ to start and maintain this social media account.  
*(Employee's name)*
- ❖ 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 follows the guidelines outlined above.

Name: \_\_\_\_\_  
*(Please print)*

Signature: \_\_\_\_\_

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

*Please return to Tove Tupper at [tove.tupper@highlineschools.org](mailto:tove.tupper@highlineschools.org).*