

I'm Margaret Worsley, and this is my public comment:

I have some questions about the proposed Social Media Policy, including:

- What is “an official District presence?” I am deeply concerned for areas and programs such as Music, FTVM, Theatre, Dance, Art, and others. If students decide to form a Dance Club under the auspice of ASG, are they allowed to create a Facebook group for communication and marketing? Would this need permission from ASG? The Marketing Department? How long will all of the hoop-jumping take?
- What about events? We create Facebook events all of the time to promote our upcoming performances. Does this count as “an official District presence?”
- Are we creating more work for someone to deem “such status will be clearly stated in an employee’s work responsibilities and will be approved in advance by the (District Administration/Department?)”? Bringing in the arts again, most of our disciplines require substantial recruiting. This was implied but not technically listed in my job description and hiring. Do I need to get permission from District Administration to recruit on social media? Do they have a process yet? What does that look like and how long will it take?
- Under Prohibited Content, the first point seems to over-step and should specify “Employees of the District social media postings shall not use:” (I can think of a dozen scenarios where a District Employee may use colorful language or images that have not been cleared for usage by the department because it is a personal post on their personal account. To me this wording is impeding on individual freedoms.)

Training is not mentioned, but should be provided to employees who carry responsibilities of District social media posts. Pertinent information should be posted somewhere for immediate consultation on the parameters of releasing public content— like a ShareDrive folder or wiki area accessible via login.