

Durango Foundation for Educational Excellence

Online Communication Policy Terms

Policy Statement: DFEE will maintain an organizational website, and will host social media platforms and online communities such as Facebook, Twitter, and blogs, in order to encourage two-way communication with stakeholders and constituents. Individuals associated with DFEE may also engage in other online communications relevant to DFEE.

Scope: This policy governs the participation of DFEE employees, Board members, and volunteers in on-line communications in which they identify themselves as associated with DFEE, or in which the communications pertain to DFEE in other than an incidental mention. This policy pertains both to DFEE's online platforms, and to other platforms in which employees, Board members, and volunteers may participate.

Online Communication Purposes: DFEE will participate in online communications for the following purposes:

- To promote DFEE's missions and programs, through provision of information through a variety of means to a diverse audience.
- To increase the involvement of Durango High School alumni in DFEE, by providing an arena for alumni communication, and by increasing opportunities for DFEE to interact with alumni.
- To increase opportunities for dialogue with parents, district staff, and other community members regarding DFEE and District priorities and programs.
- To maintain DFEE's online presence and appeal, in order to encourage online donations and increase interest in events and activities.

Implementation and Review: DFEE's Executive Director will be responsible for developing, implementing, monitoring, and updating DFEE's online communications policy. Activities will include review of potential technologies and monitoring of the use of technologies.

Maintenance: DFEE's Executive Director will ensure active and up-to-date organizational presence on online platforms. The Director will review and/or update platforms at least twice per week. Additionally, the Executive Director will be responsible for maintaining consistency across online platforms regarding organizational positions and communications.

Participation:

- **Board Members and Volunteers:** DFEE board members are strongly encouraged to participate in online communication through social media which enhances DFEE's connections to the larger on-line community and which promotes DFEE's mission. In social media participation directly related to DFEE platforms, as well as in personal social media interaction in which DFEE is mentioned, Board members and volunteers are encouraged to be mindful of the ways in which their communications affect and represent the organization. When in doubt, participants may contact the Executive Director for guidance. Moderation in expressing viewpoints, avoidance of harassment or involvement in argumentative communications, and protection of confidential information should be key considerations.
- **The Larger Community:** DFEE seeks broad participation in online communication, and will endeavor to maintain social media settings, particularly for alumni-related platforms, which allow for liberal participation in media by constituents.
- **Disclaimer:** DFEE constituents engaging in DFEE-related social media activities such as commenting on media content should include a disclaimer that opinions expressed are not necessarily the official positions of the organization.

Copyright: It is expected that all participants in DFEE online communications will respect copyright and provide proper attribution for any unoriginal materials used. Quotations of others' work should be short and properly attributed. It is a good practice to link to others' works rather than to copy them. Credits will be rendered immediately after posted material.