



**Gloucester School Committee Ad Hoc Communications  
Sub-Committee Zoom Meeting**

FRIDAY, July 24, 2020

4:00 pm

Join from Computer, Smart Device: <https://us02web.zoom.us/j/88092863008>

Join via Phone: +1 (312) 626 6799, Alternate: +1 (346) 248-7799

Meeting ID: 8809 2863 008

Please visit <http://gloucester-ma.gov/remote-public-meetings> for instructions and guidance on how to join a remote meeting

**AGENDA**

**I. CALL TO ORDER**

**II. REPORTS/DELIBERATIONS/DISCUSSIONS**

- A. Update on School Committee Facebook Group and possible changes needed to the School Committee Social Media Policy
- B. Discussion of ways Ad-Hoc Communications Committee can help GPS administration communicate with the community regarding:
  - School Reopening
  - East Gloucester/Veterans' Memorial School Building Project
  - Any other needs

**III. ACTION**

**IV. ADJOURNMENT**

The listing of matters is those reasonably anticipated by the Chair which may be discussed at the meeting. Not all items may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.

## **SOCIAL MEDIA POLICY FOR GLOUCESTER, MA SCHOOL COMMITTEE**

In its efforts to engage the Gloucester community, the Gloucester School Committee has developed this Social Media Policy with the goal of providing timely information about Gloucester Public Schools and the proceedings of the School Committee.

1. Messages posted to an official social media account must be:
  - a. Information coming directly from the Superintendent or others in the administration.
  - b. Information on meeting times, locations, agendas, etc. This may include not only School Committee and Sub-Committee meetings, but also School Building Committee, City Council, and other meetings relevant to Gloucester Schools.
  - c. Articles containing information about school programs.
  - d. Information from Gloucester High School and/or other Gloucester Public Schools' periodicals, as well as other Gloucester Public School social media accounts (including Parent Teacher Organization accounts).
2. The School Committee will appoint two School Committee members to be designated administrators. They will work in coordination with each other and the Gloucester Schools Director of Information Technology. If other School Committee members want posts ~~on the page~~ **on the official School Committee account**, they will send to designated administrators.
3. There will be NO deliberation of any kind, nor School Committee members' positions on outstanding issues, represented ~~on this page~~ **on any of these accounts**.
4. Facebook:
  - a. Page set up as a public ~~page~~ **group**. with comments turned off for posts. There will be no discussion on these posts, these are for information only. The School Committee acknowledges it cannot control comments made on third party Facebook pages that may choose to share or repost the original School Committee posting.
  - b. Incoming direct messages will be discouraged and the outgoing message will be an automatic response that offers the [schoolcommittee@gloucesterschools.com](mailto:schoolcommittee@gloucesterschools.com) email address, other contact information for School Committee members, and instructions on how to speak at a School Committee meeting. Any other outgoing direct messages will be prohibited.
  - c. ~~Page~~ **Public group** will be set up by Gloucester Schools Director of Information Technology and will be linked with the Gloucester Schools system. The School Committee ~~page~~ **group** will NOT be linked to any single member's personal page.

5. Any changes to or deviations from these rules must be voted on by the School Committee.

*Approved by the School Committee on 5/27/20*