



PROCESS FOR REVIEWING AND MONITORING PUBLIC COMMENTS ON SOCIAL MEDIA

Public comments on department social media sites must be reviewed daily by account managers. The SCDE social media sites must include a link to or statement of the agency's official social media comments policy:

The South Carolina Department of Education (SCDE) maintains the right to remove any and all comments that are considered vulgar or obscene, as well as comments that involve explicit language or personal attacks. Discriminatory comments pertaining to an individual's race, religion, gender, ethnicity, creed, age, marital status, nationality, political beliefs, sexual orientation, gender identity, or disability will be promptly removed from relevant social media posts.

The SCDE also reserves the right to remove comments believed to be spam including links to other websites. Additionally, statements intended to endorse or advertise commercial products or services, statements that violate copyright or trademark regulations, statements advocating illegal activity, and statements exposing personally identifiable information are under the SCDE's jurisdiction of removal. Messages sent to the SCDE via social media may not be read and/or answered. An auto reply is provided on applicable social media sites with generic agency contact information.

Before deleting an offensive or inappropriate public comment, the social media account manager should create and save a screenshot of the relevant department post and the comment to be deleted. A brief report describing the reason for the deletion should be retained with the screenshot in a manner in keeping with the approved content and comment management plan for the account.