

Ms. Luisa Santos, Board Member

**SUBJECT: 21ST CENTURY SOCIAL MEDIA ACCOUNT POLICY**  
**COMMITTEE: PERSONNEL, STUDENT, SCHOOL & COMMUNITY SUPPORT**  
**LINK TO STRATEGIC PLAN: INFORMED, ENGAGED, & IMPOWERED STAKEHOLDERS**

Social media platforms are an indispensable communication tool for Miami-Dade County Public Schools (M-DCPS), providing opportunities to share information, celebrate student and school achievements, engage families and community members, and strengthen public trust.

Current policies addressing social media include guidelines on protecting student data and promoting a positive image of the District, responsible and ethical use of social media for staff and students, and the protection of student data.<sup>1 2 3</sup> Additionally, the Office of Communications annually updates and shares its Digital Communications Toolkit, which outlines best practices for account creation, posting and sharing, as well as branding guidelines. However, there is not currently a policy to ensure the transfer of digital account access or the creation of standard social communication platforms for schools, major departments, and key leadership roles.

As a best practice to ensure continuity during transitions at various levels in the District, it would be timely to establish standards for credential management, record retention, branding consistency, and personnel or leadership transitions.

Therefore, this item directs the Superintendent to review existing policies and administrative procedures related to District-affiliated social media accounts and, as necessary, initiate rulemaking to establish standards for credential management, account ownership, and administrative oversight of official District, school, and departmental social media accounts.

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<sup>1</sup> School Board of Miami-Dade County, *Policy 7540.02: Digital Applications and Services*, last revised July 24, 2024, BoardDocs, <https://go.boarddocs.com/fl/sbmd/Board.nsf/goto?open&id=D8JNKU60584E>

<sup>2</sup> School Board of Miami-Dade County, *Policy 8330: Student Information, Records, and Privacy Rights*, last revised November 19, 2025, BoardDocs, <https://go.boarddocs.com/fl/sbmd/Board.nsf/goto?open&id=D8JNKU60584E>

<sup>3</sup> School Board of Miami-Dade County, *Policy 7540.04: Staff Responsible Use of Technology, Social Media, and District Network Systems*, last revised July 24, 2024, BoardDocs, <https://go.boarddocs.com/fl/sbmd/Board.nsf/goto?open&id=D8JNKU60584E>

This item has been reviewed and approved as to form and legal sufficiency by the Office of the General Counsel.

**ACTION PROPOSED BY  
MS. LUISA SANTOS:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent to:

1. Review existing policies and administrative procedures related to District-affiliated social media accounts;
2. Initiate rulemaking, as necessary, to establish standards regarding account naming conventions, credential management, account ownership, continuity planning, and administrative oversight for official District, school, and departmental social media accounts; and
3. Bring recommendations to the Personnel, Student, School & Community Support Committee no later than July 2026.