

SOCIAL MEDIA

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Social media are defined as media designed to be disseminated through social interaction, created using highly accessible publishing techniques.

The term “social media” includes, but is not limited to:

- Social Networking Sites (Facebook, Myspace, Foursquare, LinkedIn)
- Micro-blogging Sites (Twitter)
- Blogs (including school district and personal blogs, as well as comments)
- Video and Photo Sharing Websites (Flickr, YouTube, Instagram)
- Forums and Discussion Boards (Google Groups, Yahoo! Groups)
- Online Encyclopedias (Wikipedia, Sidewiki)
- Electronic Communication (Email, Texting and Snapchat)

When acting in a professional role using social media, employees are expected to follow the same behavioral standards online as they would in the classroom. The same laws, professional expectations, and guidelines for interacting with co-workers, students and parents apply to teachers and other employees when acting in a professional capacity on-line. When a teacher or employee is interacting with students on-line, a teacher/employee is presumed to be acting in his or her professional capacity. At all times, a teacher/employee is expected to utilize social media in a manner consistent with his or her capacity as a role model for students.

The following rules are applicable to all employees, faculty and staff regarding social media:

1. Employees, faculty and staff have no expectation of privacy in anything posted on the Internet using social media and/or social networking websites (like MySpace or Facebook).
2. Employees, faculty and staff must not misrepresent their personal views as those of the District. When an employee might be perceived online as an agent of the District, the employee needs to be clear that he/she is sharing his/her views as an individual and not as a representative of the District.
3. All employees, faculty and staff of the District who participate in social networking websites shall not post any data, documents, photos or inappropriate information on any website that might result in a disruption of the classroom and/or the school environment or the health, safety and well-being of students. This determination will be made by the Superintendent.
4. Inappropriate fraternization via the Internet and/or social media between employees, faculty or staff and students is prohibited.

5. Faculty is expected to conduct themselves in a manner consistent with their obligations as a role model when communicating with students via social media. Faculty communication with students via social media shall: (1) be consistent with his or her professional obligations as a role model; (2) not constitute bullying, harassment and/or discrimination; and (3) provide each student in a class with an equal opportunity to engage in the mode and manner of communication in order to avoid any favoritism or appearance of impropriety.
6. Access of social networking websites for individual use during school hours is prohibited. District employees shall maintain separate personal and professional accounts while using all forms of social media. Employees must never use their District e-mail account or password in conjunction with a personal social networking or social media site.
7. Employees shall not use the District logos, wordmarks, athletic logos, or any other marks or images on their personal online sites. Employees shall not use the District's name to promote or endorse any product, cause or political party or candidate.
8. Employees shall not post confidential or proprietary information about the District, its students, its alumni or District employees. Employees shall use good ethical judgment and follow District policies, as well as state and federal privacy laws.
9. The Board prohibits all conduct, including online activity, which may constitute bullying, harassment, and/or a violation of Board Policy, State and federal laws including the Dignity for All Students Act.
10. All use of social media utilizing the District's computers and/or network shall be subject to and comply with the District's Acceptable Use Policy.

Adopted January 17, 2019