

Instruction

The Board of Education recognizes the prevalence of social media and acknowledges that its employees have the right under the First Amendment, in certain circumstances, to speak out on matters of public concern through the use of social media. However, the Board will prohibit the use of social media by employees, including personal use of social media when such use:

1. Disrupts the operations of the school district;
2. Interferes with the educational process;
3. Breaches the confidentiality rights of students or employees;
4. Harasses co-workers or other members of the school community;
5. Creates a discriminatory or hostile working or learning environment;
6. Endangers or otherwise puts students at risk of harm;
7. Violates the law or any of the Board's policies or regulations.

All Board of Education policies pertaining to off-duty conduct apply to social media activity including, but not limited to policies relating to public trust, illegal harassment, code of conduct and protecting confidential information.

Definition:

For the purpose of this policy the phrase "social media" refers to online social interaction or other public display of messages, information, images, recordings or other content via electronic communications. Examples of social media include, but are not limited to social networking sites such as Facebook, Twitter, LinkedIn, Pinterest, Google Plus, Instagram, as well as video and photo sharing sites such as YouTube, Flickr, Vine, Snapchat, etc.

Communications with students via social media

School personnel are prohibited from socializing with students, regardless of the student's age, outside of school via social media. Employees are expected to maintain professional boundaries with students, parents and guardians. Regardless of the student's age, it is not appropriate for school personnel to "friend" a student or otherwise form non-professional relationships with selected students through social media. A school employee who is related with a student (relative, family friend, e.g.) may be exempted from this rule by obtaining prior written authorization from the student's parent or guardian as well as written authorization from the superintendent of schools.

Confidential information of students

All posts on personal social media must comply with the Board's policies concerning confidentiality of student information. The disclosure of education records or other personally identifiable information of students without written authorization from a parent or guardian is strictly prohibited. Merely refraining from using student names is insufficient. Employees are prohibited from disclosing information that is linkable to a specific student or that allows a reasonable person in the school community to identify the student with reasonable certainty.

Board owned data, logos and trademarks

School personnel who participate in social networking websites shall not use any school district records; documents, photographs, logos, trademarks or other Board owned or created information on their personal posts without the prior written authorization of the superintendent of schools.

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Accessing social media via school computer resources

The Board reserves the right to monitor all employee use of district-owned electronic devices, including employee blogging and social media activity. An employee should have no expectation of personal privacy in any personal communication or post made while using district computers or other electronic devices. Furthermore, any access of social media must not interfere with an employee's duties at work.

Please reference Board of Education Policy # 6165: Responsible Use Policy

No linking

An employee may not link a personal social media site or webpage to the Board's website or the websites of individual schools, programs or teams without the prior written authorization of the superintendent of schools.

Disciplinary consequences

Violation of this policy may lead to disciplinary action up to and including termination of employment.