

Personnel

General Personnel Policies

Staff Use of Social Media

The District positively views the appropriate use of electronic media that includes, but not limited to, social networking sites, personal blogs or websites, wikis, video or picture share sites, and other internet-based social forums. Technology is dynamic and these guidelines are intended to be flexible to include new and changing forms of electronic communication. The District understands that technology is constantly changing and encourages employees to use technology to assist with student learning. Employees are required to follow Board policy.

The District respects the rights of employees to use social networking sites as a medium of self-expression during non-work time. The District allows the use of social networking sites during work time for work purposes.

Guidelines for Employee Use of Social Networking Sites:

In general, what an employee does on his/her own time outside of work will not be regulated by the District. However, the District may monitor and regulate employee postings/activities under the following circumstances:

1. The employee chooses to identify him/herself as an employee of the District;
2. The activity occurs through use of any District technology or during work hours;
3. The activity affects the employee's job performance or the performance of other district employees;
4. The activity involves or relates to District students.

If an employee chooses to publish content on any internet-based social networking site, including, but not limited to, the sites noted above, the District requires employees to observe the following guidelines:

1. Employees are personally responsible for the content they publish. Remember that what is published online will be public for a long time. Be mindful to protect individual privacy and use common sense when determining what to publish. Online behavior should reflect the same standards of honesty, respect, and considerations that are used in direct contact communication.
2. Employees shall not produce content that states or implies that the employee's opinions reflect the opinions of the District, are endorsed by the District, or are speaking on behalf of the District.
3. Employees shall not disclose District information that is confidential or proprietary. This specifically includes information or comments regarding students.
4. Employees shall not reference personally identifiable information concerning students in any way, including, but not limited to, pictures, video, or posting of student work. Employees must follow all Board of Education policies regarding student privacy.
5. Employees shall honor the privacy rights of the District's current employees by seeking their permission before writing about or displaying internal District happenings that might be considered to be a breach of their privacy and confidentiality.
6. Employees shall recognize that they are legally liable for anything that is written or present online. Employees can be disciplined by the District for commentary, comment, or images that are defamatory, pornographic, harassing, and libelous or that can create a hostile work environment. A District employee and other individuals or companies may seek legal action against a District

employee where their online commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous, or as creating a hostile work environment.

Guidelines for Electronic Communication with Students:

Employees may communicate through electronic media with students who are currently enrolled in the District within the following guidelines:

1. The employee shall limit communication to matters within the scope of the employee's professional responsibilities (e.g., for classroom certified staff, matters relating to classwork, homework, and tests).
2. If an employee receives an unsolicited electronic contact from a student that is not within the employee's professional responsibilities, the employee shall not respond to the student using any electronic media except to address a health or safety emergency.
3. An employee is prohibited from communicating with students through a personal social network page; the employee must create a separate social network page ("professional page") for this purpose. The employee must enable administration and parents to access the employee's professional page.
4. Only a certified employee, coach, trainer, or other employee who has a student in their class or part of the employee's extra-curricular assignment may communicate with students through text messaging. An employee may communicate with students only while the student is enrolled in the professional educator's classroom or during the time span/season the employee has extra-curricular contact with the student. Such texting must be associated with providing school-related information to the student.
5. The employee continues to be subject to applicable state and federal laws, local school policies, administrative regulations including:
 - a. Prohibiting against soliciting or engaging in sexual conduct or a romantic relationship with a student.
 - b. Confidentiality of student records
 - c. Confidentiality of other district records, including educator evaluations, credit card numbers, and private email addresses.
 - d. Upon written request from a parent/guardian, the employee shall discontinue communicating with the parent's minor student through email, text messaging, instant messaging, or any other form of one-to-one communication.
6. An employee is not prohibited from electronic communication with a student if the employee has a pre-existing social or family relationship with the student, including but not limited to the following examples: a student that may be a nephew or niece in a pre-existing family relationship; a student who is the child of a close adult friend; a student who is a friend of an employee's child; or a student that is a member or participant in the same civic, social, recreational, or religious organization as the employee.

An employee may request an exception from one or more of the limitations described in this section by submitting a written request to the employee's building principal.

Policy Approved: September 22, 2014

Policy Revised: