

STAFF SOCIAL MEDIA POLICY LOOGOOTEE COMMUNITY SCHOOL CORPORATION

Social Media shall be defined as internet-based applications that turn communication into interactive dialogue between users.

Employees of the Loogootee Community Schools are personally responsible for the content they publish online. By virtue of their employment with the Loogootee Community Schools, employees represent the district to colleagues, students, parents, and the school community.

The lines between public and private, personal and professional communication are blurred in the digital world. Employees must be mindful that what they publish electronically is never really private communication. Online behavior should reflect the same standards of honesty, respect, and consideration that are used in face-to-face communication.

All employees, faculty, and staff of the Loogootee Community Schools who participate in social media websites (including but not limited to Facebook, Pinterest, Instagram, Twitter, Vine, Snapchat) in the course of or as part of their employment shall not post any data, documents, photos, or inappropriate information on any website that might result in a disruption of the school environment and/or an interference with the educational function or purpose of the school, or that violates federal or state law.

Except in an emergency situation, staff shall NOT post to social networking sites for personal use using corporation equipment or personal equipment at any time during the school day, including during breaks or preparation periods, unless asked to do so by Administration.

The posting of any private or confidential school corporation material (which includes information obtained during the course of employment, information about any individuals or organizations including students and/or their families, information contained in student education records, etc.) on such websites is strictly prohibited.

Employees should not make statements that would violate any policy adopted by the Loogootee Community Schools, including its policies concerning discrimination or harassment.

Depending on the severity of any incident in violation of Board policies, the employee may be subject to disciplinary action up to and including termination of employment with the Loogootee Community Schools.

**Electronic mail is not considered Social Media under the guidelines of this policy. It is understood that electronic mail is a valuable communication tool and that staff members may communicate with the school community via electronic mail during the school day when such communication serves an educational purpose.*