

ACPS Social Media Regulations

Alexandria City Public Schools (ACPS) and its employees are committed to using technology consistently, responsibly and effectively for teaching and learning, communications and productivity.

ACPS recognizes and supports the use of online social media to enhance instruction and research, support the learning environment and improve communication. ACPS also recognizes its obligation to teach and ensure responsible and safe use of these technologies. The following regulations are set forth to support Policy GAC: Employee Use of Social Media.

Professional Responsibility

- 1) Employees may not post personally identifiable student information or images on social media sites without appropriate consent.
- 2) Employees may only post personally identifiable information or images of other employees in the context of their professional work.
- 3) Employees may not use professional accounts and resources when participating in the political process.
- 4) Employees using social media for professional use in ACPS must maintain updated and accurate accounts.
- 5) Employees who create social media accounts on behalf of ACPS schools, departments or organizations must follow the process for registering such accounts. This process can be found in Blackboard under Technology Services within Web and Social Media.
- 6) Parents should be informed of the social media tools being used, how their children are being contacted online, and the expectations for appropriate behavior.
- 7) ACPS permits incidental personal use of social media. At ACPS this means:

Incidental use must not result in direct costs to ACPS or cause legal action against or cause embarrassment to ACPS;

Incidental use must not interfere with the normal performance of an employee's work duties; and

Incidental use should be minimal.

Disclaimers

- 8) The ACPS logo is for use by employees only on official school or Division publications or school Web pages. Please see Communications Guidelines for further information.
- 9) ACPS employees who identify themselves as ACPS employees when participating in non-ACPS professional discourse, must include disclaimers within their personal social media that the views are their own and do not reflect on their employer. For example, “The postings on this site are my own and do not represent Alexandria City Public Schools’ positions, strategies, opinions or policies.”

Copyright and Fair Use

- 10) Employees must comply with copyright and fair use guidelines. Please refer to Policy EGAA: Reproduction of Copyrighted Materials.

Instructional Use

- 11) Employees are responsible and may be held accountable for the content they publish and/or author online.
- 12) Employees using social media outside of Division-sponsored resources must follow appropriate procedures to obtain approval, register the site/tool and obtain parental consent.
- 13) When using social media as an extension of the classroom, what governs appropriate conduct in the classroom applies online.

Annual Disclosure of Social Media

- 14) In order to ensure accuracy and currency of content, employees who create or utilize social media with their students or in any manner in the fulfillment of their ACPS responsibilities shall annually disclose to ACPS the existence of and their participation in such social media sites/accounts using the form found at <https://acpsweb.wufoo.com/forms/w7w9w3/>.

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Cross Refs.:	EGAA	Reproduction of Copyrighted Materials
	GAC	Employee Use of Social Media
	IIBEA/GAB	Responsible Use of Technology
	JHA/GBAA	Prevention of Sexual Misconduct and Abuse