

Adopted: October 15, 2018

430 EMPLOYEE USE OF SOCIAL MEDIA

I. PURPOSE

Pillager Public Schools recognizes the value of technology tools to enhance student learning experiences and the increasing role of social media in our learning environments. The District also recognizes its obligation to teach and ensure responsible and safe use of these technologies.

The purpose of this policy is to address the use of social media in the classroom, to provide guidance to employees on the maintenance of professional ethics and boundaries when utilizing social media in their personal and professional lives and to provide Student Code of Ethics guidelines.

II. DEFINITIONS

Public online social media are defined to include: websites, blogs, wikis, social networks, online forums, virtual worlds, and any other interactive social media generally available to the public on the Internet (e.g., Facebook, Twitter, Pinterest, Instagram, Snapchat, YouTube, blogs, etc.)

The Learning Management System (LMS) is defined as a software application for the administration, documentation, tracking, reporting and delivery of e-learning education courses or training programs.

District-approved, password-protected online social media are interactive media within the District's electronic technologies network or which the District has approved for educational use (e.g., MS and Google Apps for Education). The District has greater authority and responsibility to protect minors from inappropriate content and can limit public access within this forum.

III. GENERAL STATEMENT OF POLICY

- A. This policy addresses employees' use of publicly available social media networks. The District takes no position on employees; decision to participate in the use of social media networks for personal use on personal time. However, use of these media for personal use during District time is prohibited. In addition, employees must avoid posting any information or engaging in communications that violate state or federal laws or District policies.

The District provides password-protected social media tools and District-approved technologies for e-learning and encourages use of District tools for collaboration by employees. However, public social media networks, outside of those sponsored by the District, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent, or designee.

The District may use social media tools and other communication technologies in fulfilling its responsibility for effectively communicating with the general public.

- B. The line between professional and personal relationships is blurred within a social media context. When employees choose to join or engage with district families or fellow employees in a social media context that exists outside those approved by the District, they are advised to maintain their professionalism as District employees and have responsibility for addressing inappropriate behavior or activity on these networks, **including requirements for mandated reporting.**

All employees are expected to serve as positive ambassadors for our schools and to remember they are role models to students in this community. Because readers of social media networks may view

the employee as a representative of the schools and the District, the District requires employees to observe the following rules when referring to the District, its schools, students, programs, activities, employees, volunteers and communities on any social media networks:

1. An employee's use of any social media network and any employee's postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable District policies.
2. Employees must be respectful and professional in all communications (by word, image or other means).
3. Employees shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or bullying.
4. Employees should not use their District email address for communications on public social media networks that have not been approved by the District.
5. Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the District.
6. Employees may not act as a spokesperson for the District or post comments as a representative of the District, except as authorized by the Superintendent or the Superintendent's designee. When authorized as a spokesperson for the District, employees must disclose their employment relationship with the District.
7. Employees may not disclose information on any social media network that is confidential or proprietary to the District, its students, or employees or that is protected by data privacy laws.
8. Employees may not use or post the District logo (**defined as the Husky Logo**) on any social media network without permission from the Superintendent, or designee.
9. Employees may not post images on any social media network of co-workers without the co-workers' consent. Employees must notify the school district in writing that photos of them may not be shared on social media sites and that the employees wish to opt out.
10. The use of student photos for educational purposes on school-approved social media venues is allowable. A parent of a student may, however, notify the school in writing that photos of individual students may not be shared on social media sites. Students over age 18 and are their own legal guardian, may opt out of Directory Information and/or use of Student Photos in social media must also notify the school in writing. Employees may not post or publish any student or staff photos if notification has been received.
11. Employees may not post any non-public images of the District premises and property, including floor plans.
12. Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Excessive informal and social involvement, including on social media, with current individual students is not compatible with employee-student relationships, and is inappropriate. If you are uncertain of the language to use when declining the "friend" request of a student or parent, consider the following suggestion for a response:

Thank you for your friend request. I have a routine practice of only sharing information with students or parents through my professional email and web resources. If you feel your request is directly related to my professional responsibilities, feel free to use my school email or through the LMS to contact me.

- C. The District recognizes that student groups that are sanctioned by the District or members of the public may create social media representing students or groups within the District. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the District. Employees have responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online. Employees shall annually disclose to their principal or administrative supervisor the existence of their professional participation in such networks for education purposes.
- D. Employees who participate in social media networks may decide to include information about their work with the District as part of their personal profile, as it would relate to a typical social conversation. This may include:
1. Work information included in a personal profile, to include District name, job title, and job duties.
 2. Status updates regarding an employee's own job promotion.
 3. Personal participation in District-sponsored events, including volunteer activities.
- E. An employee who is responsible for a professional social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on social media network.
- F. Anything posted on an employee's website, blog or other Internet content or social media site for which the employee is responsible will be subject to all applicable District policies, rules, regulations, and guidelines. Where applicable, employees may be asked to disclose to the District the existence of and to provide the District with access to an employee's website, blog or other personal social media network as part of an employment selection, promotion, or disciplinary process.
- G. Use of District-approved, online social media in the classroom is subject to the following:
1. Students will adhere to a Student Code of Ethics Using Social Media which can be found in Policy 524: Electronic Technologies Acceptable Use Policy.
 2. Teacher shall instruct student on the appropriate use of such sites. Policy 524, Electronic Technologies Acceptable Use Policy, contains Acceptable and Unacceptable Internet Use by Students and a Student Code of Ethics Using Social Media.
 3. Teacher must ensure that private student data and work is not made public on public online social media sites unless permission for publication of student work or data on the Internet is obtained.
 4. When using online social media in the classroom, teachers shall ensure compliance with any applicable terms of use.