

# A. W. BEATTIE CAREER CENTER

SECTION: EMPLOYEES  
TITLE: EMPLOYEE USE OF SOCIAL MEDIA/ELECTRONIC COMMUNICATIONS

FIRST READING: November 19, 2015

SECOND READING: December 17, 2015

APPROVED: January 28, 2016

<p>1. Purpose</p> <p>2. Definitions</p> <p>3. Authority</p>	<p style="text-align: center;"><b>320.1 EMPLOYEES USE OF SOCIAL MEDIA/ELECTRONIC COMMUNICATIONS</b></p> <p>The Joint Operating Committee (JOC) of the A. W. Beattie Career Center recognizes the broad use of electronic communication and social media in personal and professional communications. The JOC understands these modes of communication can be used by staff for school purposes for the benefit of Career Center students, while they are also widely used by staff for personal reasons. Career Center staff recognize that when their online conduct affects the Career Center system, its programs, or students, the Career Center staff member's rights will be balanced against the interests of the Career Center.</p> <p><b>Social media</b> includes websites, blogs, wikis, social networks, online forums and any other interactive social media generally available to the public on the Internet. Examples include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, and online blogs.</p> <p><b>Electronic communication</b> shall mean any communication or interaction which occurs by electronic means, including, but not limited to, computers, tablets, or cell phones. Electronic communication includes, but is not limited to, phone calls, emails, texts, posts to social media sites, instant messaging, video or text chat, or blogs.</p> <p><b>Career Center staff</b> includes all employees, independent contractors, employees of independent contractors, and volunteers of the Career Center.</p> <p>The Joint Operating Committee prohibits the Career Center staff from communicating with students through personally maintained electronic communication and social media accounts. All electronic communication between students and staff shall occur through the Career Center-based electronic communication and social media platforms, and shall be solely for educational purposes.</p> <p>This policy shall not apply to employees speech on matters of public concern, except where the Career Center's interest in prohibiting such speech outweighs the employee's First Amendment right to freedom of speech.</p>
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<p>4. Delegation of Responsibility</p>	<p>The Career Center recognizes the right of employees to personal use of electronic communication and social media. No provision in this policy shall prohibit employees from maintaining personal accounts on social media sites for activities outside the scope of his/her employment and with personally owned equipment.</p> <p>The Executive Director or designee shall ensure all Career Center staff receive training on the maintenance of professional and appropriate relationships with students.</p>
<p>5. Guidelines</p>	<p>The Executive Director or his/her designee shall annually advise Career Center staff members of the guidelines contained in this policy.</p> <p>All electronic communication between Career Center staff and students shall occur through Career Center-sponsored electronic communication and social media platforms. Staff may communicate with students only through use of school email accounts and Career Center sponsored social media pages. Parents of students who send or receive communication through Career Center-sponsored electronic and social media platforms shall be notified and given an opportunity to consent to such communication.</p> <p>Career Center staff have a responsibility to maintain appropriate and professional staff-student relationships at all times. The Executive Director or his/her designee shall create regulations governing staff communication with current students via electronic communication and social media sites, including the requirement that all Career Center or class sponsored sites and pages must be approved by the Executive Director or his/her designee before creation or use.</p> <p>Career Center staff shall conduct themselves in a manner that does not distract from or disrupt the educational process.</p> <p>Career Center staff who are bound by a code of professional conduct pursuant to their license, certification or position within the Career Center must conduct themselves in accordance with the same when utilizing electronic communication and social media.</p> <p>Career Center staff shall not communicate with students through electronic communication and social media for purposes unrelated to the school program or another properly established extracurricular, co-curricular or community program, except where the student and employee are related or the communication is taking place in a public place. (Ex: group class message).</p> <p>Career Center staff shall refrain from posting photos of Career Center students on personal social or other websites. A limited exception to this prohibition is recognized where the Career Center staff member and Career Center student are relatives.</p>

Views expressed by Career Center staff on personal or Career Center social media sites are the staff member's alone and do not necessarily reflect the views of the Career Center, except as authorized by the Executive Director or his/her designee. Career Center staff who identify their employment with the Career Center on their social media site and choose to write about political, social, cultural or educational-related matters shall include disclaimer language on their site or in a post indicating that their views do not necessarily reflect the views of the A. W. Beattie Career Center.

Career Center staff must at all times adhere to confidentiality obligations imposed by law, including the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA). Career Center staff must comply with all copyright laws and must reference or cite all sources as required by law. Under no circumstances shall the Career Center staff member use Career Center name(s), logos, mascots or images without express written consent and in accordance with Career Center policy. The use of images or names of students on personal blog or social networking sites is absolutely prohibited. Career Center staff shall refrain from discussing confidential Career Center matters on social media sites.

The use of social media shall not interfere with the Career Center staff member's work obligation.

Career Center staff members shall not use the Career Center's name or Career Center based electronic communication or social media platforms to promote or endorse any product, cause, or political party or candidate.

If a Career Center staff member identifies as a Career Center employee on a personal website, the site should include a disclaimer that the views expressed by the employee are not the views of the A. W. Beattie Career Center.

6. Consequences for Violation

Violation of this policy and any corresponding administrative regulation will result in discipline as appropriate, up to and including termination, in accordance with all applicable Career Center disciplinary policies and procedures. The Career Center does not affirmatively monitor Career Center staff member use of public online media; however, it may take appropriate responsive action when it becomes aware of, or suspects, online conduct in violation of this policy. As representatives of the A. W. Beattie Career Center the staff must be aware that their postings may be viewed by students, parents, administrators and colleagues. Online postings may subject the Career Center staff to disciplinary action if deemed a violation of this policy or any applicable law, including applicable codes of professional conduct.