

## **Instruction**

### **Exhibit - Online Communication and Social Media Procedure**

#### **Purpose**

Online communication and social media offer (referred to as “online channels” in this procedure) a means by which the Moline-Coal Valley School District (referred to as “District”) can quickly communicate, share information, and exchange ideas with district stakeholders, parents, guardians, staff and students. This procedure outlines the behaviors and guidelines that anyone representing the Moline-Coal Valley School District within online channels is expected to follow. This may include:

- Personal use of social media (i.e. Twitter, Facebook, Instagram) that references the District, its students, staff, or Board of Education
- Directed use of social media, either as a district volunteer, district-appointed personnel, or community member representing the District
- Any communication using online channels, such as Remind, SkyAlert, E-Mail, or Web Publishing
- Classroom use of these tools, whether hosted by the District or within the public domain
- District use of these tools as appointed by the Superintendent’s office

#### **Social Media Account Approval Guidelines and Process**

1. Requests to represent the District or create a social media account on behalf of the MCV must be done online via the Social Media Approval Application <<http://bit.ly/mcv-socialmedia-request>>. All information on this form must be completed.
  - Applications will be reviewed, and applicants will be notified if denied or approved.
  - Decisions to approve or deny are made by central administration.
2. Anyone representing the District MUST have a signed copy of this procedure AND the full 6:235 Acceptable Use Policy on file with HR before using or creating an online channel.
3. If approved, the applicant will be required to complete online training for appropriate use of Social Media and Online Communication and renew that training annually. Failure to complete the online training will result in the account being removed.
4. The district requires that a secondary administrator account is added or primary account credentials are shared if the originator is no longer filling the same role or this procedure is violated. Upon approval, instructions will be provided.
5. Approval of the application is only for district-approved Social Media channels, such as Facebook and Twitter. Any online communication outside of these channels is prohibited. See the Guidelines below for acceptable and non-acceptable use.

#### **Guidelines for Best Practice**

Online communication and social media can blur the lines between what is public or private, personal and professional. The following guidelines must be followed whenever representing the Moline-Coal Valley School District in social media or online communication and applies to community affiliates, staff, and students.

1. Always comply with any Board of Education Policies including, but not limited to:
  - Personal Technology and Social Media; Usage and Conduct – 5:125
  - Sexual Harassment – 5:10

- Student Records – 5:150 and 7:340
  - Student and Family Privacy Rights – 7:15
  - Student Rights and Responsibilities – 7:130
  - Preventing Bullying, Intimidation and Harassment – 7:180
  - Employee Student Relations – 5:121
  - Acceptable Use Policy – AP1 6:235
  - Mandatory Reporting of Suspected Abuse or Neglect – 5:90
  - Copyright – 5:170
  - Student Online Privacy Protection Act (SOPPA) –7:345
2. Use good judgment in all situations
  3. Regardless of your privacy settings, assume that all of the information you have shared within online channels is public information
  4. Be respectful
    - Always treat others in a respectful, positive and considerate manner
    - Never degrade the District, its students, staff, or Board of Education
  5. Be responsible and ethical
    - Be open about your affiliation with the school/District and the role/position you hold
    - Make sure you understand the information being shared and the possible repercussions

**Never share the following:**

1. Confidential Information
  - Do not publish, post or release information that is considered confidential. Online "conversations" are never private. Take caution in posting personally identifiable information on a public website, such as your birth date, cell phone, and address.
2. Private and personal information
  - To ensure your safety, be careful about the type and amount of personal information you provide. Avoid publishing personal schedules or situations.
  - NEVER give out or transmit personal information of students, parents, or co-workers
  - Always respect the privacy of the school's community members, families, and students.
  - NEVER use direct messaging within a Social Media channel. For example, do not communicate directly with staff or students using Facebook Messenger, Twitter, Instagram Direct Messaging, or Snapchat.

**Use caution with respect to:**

- Images
  - Respect brand, trademark, copyright information, and/or images of district property
  - It is generally not acceptable to post pictures of students without expressed written consent of their legal guardian
  - Immediately remove a post if a student's parent/guardian requests it
- Terms and conditions of the social media system
  - A significant part of the interaction on blogs, Twitter, Facebook, and other social media involves passing on interesting content or linking to helpful resources. The poster is ultimately responsible for any content that is shared.
    - Do not blindly repost a link without looking at the content first
- When using Twitter, Facebook, and other online channels, be sure to follow their printed terms and conditions

- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you and the school

### **Ensure the integrity of the information being shared:**

1. Be sure to correct any mistake immediately
2. Apologize for the mistake when appropriate
3. Report any major mistake (i.e. exposing private information or reporting confidential information) to the Superintendent's office immediately
4. Always follow correct Netiquette rules
  - Users should always be courteous and respectful manner when using social media
  - Users should always recognize that amongst the valuable content online, there may be unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the Internet.
5. Users should remember not to post anything online that they wouldn't want parents, teachers, future colleges, or employers to see.

### **Personal Safety**

If you see a message, comment, image, or anything that makes you concerned for your personal safety, bring it to the attention of an adult (teacher or staff if you're at school; parent if you're using the device at home) immediately.

- Users should never share personal information, including phone number, address, social security number, birthday, or financial information, over the Internet without adult permission
- Users should recognize that communicating over the Internet brings anonymity and associated risks and should carefully safeguard the personal information of themselves and others

### **Cyberbullying**

Cyberbullying will not be tolerated. Harassing, dissing, flaming, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Don't be mean. Don't send emails or post comments with the intent of scaring, hurting, or intimidating someone else.

Engaging in these behaviors, or any online activities intended to harm (physically or emotionally) another person, will result in disciplinary action and loss of privileges. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained by others. Personal social media accounts *are not* exempt from this procedure.

### **Examples of Acceptable Use**

This is not intended to be an exhaustive list. Users should use their own good judgment when using social media.

#### **I will:**

- Follow the same guidelines for respectful, responsible behavior online that I am expected to follow offline
- Treat social media and online communication carefully, and alert staff if there is any problem with their operation
- Encourage positive, constructive discussion if allowed to use communicative or collaborative technologies
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- Alert a teacher or other staff member if I see threatening/bullying, inappropriate, or harmful content (images, messages, posts) online
- Be cautious to protect the safety of myself and others
- Only use approved Social Media channels and online communication tools that are approved by the District (i.e. Facebook, Twitter, Remind, Hulu).

### **Examples of Unacceptable Use**

This is not intended to be an exhaustive list. Users should use their own good judgment when using social media.

#### **I will not:**

- Use social media in a way that could be personally or physically harmful to me or others
- Use direct messaging applications with students, staff, or the community (i.e. direct messages from Twitter or Instagram, Snapchat, and Facebook Messenger).
- Engage in cyberbullying, harassment, or disrespectful conduct toward others--staff or students
- Use language online that would be unacceptable in the classroom
- Degrade or negatively portray the District, its students, staff, or Board of Education

### **Violations of this Social Media and Online Communication Procedure**

Violations of this procedure may have disciplinary repercussions, including, but not limited to:

- Suspension of volunteer privileges
- Removal from positions of leadership within Moline-Coal Valley Schools
- Removal of a student from Moline-Coal Valley Schools
- Additional consequences determined by Administration and/or Board of Education.

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