

# ADMINISTRATIVE REGULATION

No. 115

Board of Trustees  
Douglas County School District

## OBJECTIVES

### SOCIAL NETWORKING (SOCIAL MEDIA)

Blogging or other forms of social media or technology include, but are not limited to video or wiki posting, sites such as Facebook and Twitter, chat rooms, personal blogs, or other similar forms of online communication, journals, diaries, or personal newsletters not affiliated with the District.

Unless specifically instructed, employees are not authorized and, therefore, restricted to speak on behalf of the District. Employees are expected to protect the privacy of the District, its employees, and students. Employees are prohibited from disclosing student information and personal employee and non-employee information and any other proprietary and non-public information to which employees have access.

All other existing District policies apply in social media forums. Policies include, but are not limited to, anti-harassment, bullying and workplace violence.

#### 1. District Monitoring

Employees are cautioned that they should have no expectation of privacy while using the Internet, District equipment or facilities for any purpose, including authorized blogging. Employee's posting can be viewed by anyone, including the District. The District reserves the right to monitor comments or discussions about the District or its employees posted on the Internet by anyone, including employees and non-employees. The District may use search tools and software to monitor forums such as blogs and other types of personal journals, diaries, personal and business discussion forums, and social networking sites.

The District reserves the right to use content management tools to monitor, review, or block content on district blogs that violate the District's blogging rules, guidelines, and best practices.

#### 2. Reporting Violations

The District requests and strongly urges employees to report any violations or possible or perceived violations to their immediate supervisor, manager, or to

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human resources. Violations include discussions which reasonably may be defined harassing, intimidating, bullying, violation of FERPA or other privacy law or other unlawful activity related to blogging or social networking.

### 3. Discipline for Violations

The District will investigate and respond to all reports of violations of the social networking policy and other related policies. Violation of the District's social networking policy will result in disciplinary action up to and including termination. Discipline will be determined based on the nature and circumstances of any blog or social networking post. The District reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

### 4. Authorized Social Networking

The goal of authorized social networking and blogging is to become a part of the industry conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking and blogging is used to convey information about District operations and services; promote and raise awareness of the District culture; search for potential new equipment and training tools; communicate with other employees, parents, and interested parties; issue or respond to breaking news or negative publicity; and discuss business-specific activities and events.

When social networking, blogging, or using other forms of web-based forums, the District must ensure that use of these communication paths maintain integrity and reputation while minimizing actual or potential legal risks, whether used inside or outside the workplace.

### 5. Rules and Guidelines

The following rules and guidelines apply to social networking and blogging when authorized by the District. The rules and guidelines apply to all District-related blogs and social networking entries, including District subsidiaries or affiliates.

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Only authorized employees can prepare and modify content for the District's blog and/or the social networking entries located on any District-related website. Content must be relevant, add value, and meet at least one of the specified goals or purposes developed by the District. If uncertain about any information, material, or conversation, the employee shall contact his/her immediate supervisor, manager or human resources to discuss the content.

All employees must identify themselves as employees of the District when posting comments or responses on the District's blog and/or social networking site.

Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on the District's blog.

All employees of the District are responsible for ensuring all blogging and social networking information complies with the District's written policies. Management is authorized to remove any content that does not meet the rules and guidelines of this policy, any other District policy, or that may be illegal, prohibited, or offensive. Removal of such content will be done without permission of the blogger or advance warning.

The District expects all guest bloggers to abide by all rules and guidelines of this policy. The District reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. The District also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

### 6. Personal Blogs and Social Networking Sites

The District respects the right of employees to write blogs and use social networking sites and does not want to discourage employees from self-publishing and self-expression. However, employees are expected to follow the rules and guidelines as set forth in this policy to provide a clear line between the employee as the individual and/or as an employee of the District. The District will not request user names and passwords for personal social media accounts.

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The District respects the right of employees to use blogs and social networking sites as a medium of self-expression and public conversation and does not discriminate against employees who use these media for personal interests and affiliations or other lawful purposes.

Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party; not just the District.

Employees must not use District equipment, including computers, licensed software or other electronic equipment, nor facilities or on-duty time to conduct personal blogging or social networking activities.

Employees must not use blogs or social networking sites to harass, threaten, discriminate, or disparage against employees, students, or anyone associated with or doing business with the District.

If employee chooses to identify him/herself as a District employee, please note that some readers may view him/her as a spokesperson for the District. Because of this possibility, employee is required to state that his/her views expressed in the blog and/or social networking area is employee's own and not those of the District or of any person or organization affiliated or doing business with the District.

Employees may not post on personal blogs or other sites the name, trademark, or logo of the District or any business with a connection to the District. Employees may not post District-privileged information, including copyrighted information or District-issued documents.

Employees must not post on personal blogs or social networking sites photographs of other employees, volunteers, clients, vendors, suppliers, students, nor can employees post photographs of persons engaged in District business without prior authorization by immediate supervisor, manager or human resources.

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Employees must not post on personal blogs or social networking sites any advertisements or photographs of District products, nor use the District in advertisements.

Employees must not link from a personal blog or social networking site to the District's internal or external websites.

Employees must not "friend" or otherwise connect current students to their personal blog or social networking site. Exceptions may be approved for employees with parental responsibilities.

If contacted by the media, press, or any other public news source about employees' post that relates to District business, employees are required to obtain written approval from the immediate supervisor, manager or human resources prior to responding, explaining the details of the request and who requested the information.

See Policy Related to this Administrative Regulation

Date Adopted: 7/8/14

Date Revised: