



STAFF USE OF SOCIAL MEDIA

The purpose of this policy is to provide all staff, students, volunteers, and community members with information about District expectations regarding the use of social media by staff.

The District respects personal individual expression via social media outside of the workplace. However, the District also recognizes the potential for confusion where personal use by staff of social media includes contacts with existing students of the District.

Social media technologies (including but not limited to Twitter, MySpace, YouTube, Facebook, Google +, on-line gaming, texting, e-mail) are not only rapidly growing in use, but are also so easy to use that they have become attractive and constant channels for communication. With the ease of use of these technologies, the possibility for unintended consequences, miscommunication, or abuse during social media interaction with students is increased.

As a result, and taking into account the evolving nature of social media and technology, the Superintendent or his/her designee will create and maintain directives for staff on District expectations for professional use and supervision of staff interaction with students via social media, including the need to maintain professional boundaries.

References: Board Policy 5253 – Maintaining Professional Staff/Student Boundaries