



Employee Handbook - Social Networking Policy

Presidio Hill School understands that its employees use social media and networking sites to share events in their lives, to communicate, and to discuss their opinions with others, including family, friends and coworkers. However, the use of social media may present certain risks and carries with it certain responsibilities. Social media and networking websites, including without limitation, Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube, LinkedIn, personal blogs, and all similar or related social media websites (“Social Media and Networking Sites”), may be accessible by the School’s students, parents, prospective parents, other schools, other employees, supervisors, and the general public. The School has established this policy for appropriate use of social media. This policy applies to all employees in their use of Social Media and Networking Sites regardless of whether the use is through devices and resources of the School or by any other means. The School is a private institution committed to the education, betterment, and safety of its pupils, who are minors, and also committed to establishing effective and satisfying working relationships among members of its community. This policy is designed to help the School carry out these commitments. The following particular rules apply to employees in their use of social media and networking sites:

Model Appropriate Behavior

All employees of the School are expected to exercise good judgment and appropriate discretion when using Social Media and Networking Sites for personal communications. Employees should remember that behavior on Social Media and Networking Sites may be used as a model by the School’s students. Inappropriate behavior on Social Media and Networking Sites may reflect negatively upon the School, as well as subject employees to discipline, up to and including termination of employment, if such behavior negatively impacts the individual’s ability to perform his/her job functions successfully. Employees are reminded that there is no reasonable expectation of privacy of online postings that are accessible to students, parents, School employees, and the public. School employees are instructed to take care in anything they post online, and with privacy settings and profile content. Content should be placed thoughtfully and periodically reviewed. In addition, privacy settings can be changed at any time to limit access to profiles and searchability of content, and changes should be made accordingly to comply with this Policy.

Adhere to School Policies and Regulations

To the extent employees’ internet, social media, and electronic communications use affects School employees, students, or school families, or their participation in the School community through work, education, or otherwise, employees are required to follow the School’s policies and regulations, including but not limited to those that protect individual privacy rights, the harassment, discrimination, and retaliation prevention policy, workplace bullying policy, and the workplace violence policy. If an employee’s use of the internet, social media, and electronic communications adversely affects his/her job performance, the performance of coworkers, or members of the public served by the School, such as students and school families, the School may take disciplinary action up to and including termination.

Do Not Engage in Unlawful or Prohibited Harassment or Threats



Employees cannot post statements, photographs, video or audio that reasonably could be viewed as harassment, discrimination or retaliation in violation of the School's policy or in violation of the law. Examples of such conduct might include offensive posts that could contribute to a hostile work environment on the basis of race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or any other status protected by law. Examples of threatening conduct include posting material that would make a reasonable person afraid for his/her safety or the safety of his/her family.

Do Not Make Inaccurate or Defamatory Statements

Employees should never post any information or rumors that are false about coworkers, students, or school families. Employees must strive for accuracy in any communication, be it a blog entry, post, or comment. Employees can include a link to sources of information. If a mistake is made, an employee should correct the information, or retract it promptly.

Do Not Infringe Others' Rights or Privacy

Employees may not disclose information that may violate student, school family member, or employee rights. For example, employees must not disclose another individual's social security number, medical information, or financial information in a manner that violates that person's rights. For reasons of safety, employees are prohibited from posting online photos of the School's students or members of school families.

Do Not Disclose Confidential Information

Communicating confidential School information to unauthorized individuals within or outside of the School is prohibited, as set forth in the School's policy on confidential information.

Make Clear When You Are Not Speaking for the School

If an employee publishes a blog entry or posts online content related to the work that the employees does or subjects associated with the School, employees must make it clear that they are not speaking on behalf of the School. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the School." Employees should respect the intellectual property rights of the School, and should not make improper use of the School's logo, trademarks, official photographs, or any other of the School's proprietary materials.

Do Not "Friend" Or Interact with Students Through Social Media Outside the School

School employees shall not communicate or interact with the School's students (other than their own children) or their parents via Social Networking Sites, other than as authorized and through the



official School sites. This restriction applies to former students, until the former student reaches the age of 18.

All School employees should exercise good judgment and professional discretion when Friending and communicating on Social Networking Sites with alumni over the age of 18 and/or their parents.

School employees must use caution when Friending parents of current students. Presidio Hill School expects each employee to maintain a professional relationship with parents of students (past and present). Avoiding Social Networking Tools and similar sites help to: (1) control access to and the exchange of personal information; (2) avoid questions about the nature and propriety of the relationships; and (3) maintain the professionalism of faculty with each parent, which ultimately benefits the students.

Unfriending and Saying 'No'

Presidio Hill School employees may rely on this Policy as justification for unfriending any individual that falls within the scope of this Policy.

Do Not Use Social Media at Work

The School prohibits employees from visiting Social Networking Tools during work hours unless doing so falls within the scope of the individual's employment with the School. Employees may not use the School's email addresses to register on social networks, blogs, or other online tools utilized for personal use.

Employees are required to abide by this Policy. Failure to do so may result in disciplinary action, up to and including termination of employment. Employees with questions about this Policy are encouraged to speak to the Head of School.