

Title: Employee Use of Social Media Policy

The Council Bluffs Community School District encourages the use by employees of various tools to enhance the learning experience for students. The District recognizes and encourages the use of social media as an educational and communication tool. Employees are expected to use social media in a legal, responsible, safe, and ethical manner.

For purposes of this policy, “social media” is any form of online publication or presence that allows interactive communication including, but not limited to, social networking websites. Social media examples include: websites, blogs, social networks, online forums, virtual worlds, and any other interactive social media generally available to the public on the Internet (examples are but not limited to: Facebook, X (Twitter), Pinterest, Instagram, Snapchat, TikTok, YouTube, blogs or similar sites now or in the future). Electronic messaging falls under this policy as well.

It is important that employees conduct themselves in such a way that their educational or personal use of social media does not adversely affect their status with the District. Employees’ use of social media is subject to the normal requirements of legal and ethical behavior within the District community. Employees should be guided by applicable laws, District Policies, and reasonable, professional judgment when using social media.

Any employee or District representative who fails to comply with the guidelines set forth in this policy may be subject to discipline, up to and including termination. Employees will be held personally responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted or otherwise published on any social media.

The District is free to view and monitor an employee’s social media presence, whether work-related or personal, online at any time without consent or previous approval, to the same extent as the general public. Employees should consider whether a particular posting on social media puts their professional reputation and effectiveness as a District employee at risk. Employees are encouraged to set and maintain appropriate privacy settings for their personal social media sites.

Cross References:
402, 425, 519, 520, 520.3

Legal References:
Iowa Code § 279.8

Approved: March 22, 2016

Reviewed: _____

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April 23, 2024