

Title: Protocol and Expectations for Employee Use of Social Media

These protocols and expectations apply to employee use of social media regardless of whether access to the social media is through property owned by the district or on personnel devices. All employees and others representing the District in any capacity are expected to comply with the following.

- An employee's use of any social media and an employee's postings, displays, or communications on any social media must comply with all state and federal laws and all applicable District policies, including, but not limited to, provisions regarding employee conduct.
- The District recognizes that student groups or members of the public may create social media sites representing students or groups within the District. No school logos, mascots, photographs, or other such graphic representations of images associated with the District may be used on such sites without permission. It is the responsibility of the site owner to annually disclose to the district the existence of the site. When employees, including coaches and advisors, choose to join or engage with these social networking groups, they may be viewed as doing so as an employee of the District and should conduct themselves accordingly
- Employees may create a social media site for a program, school, activity, or class, with the prior approval of their immediate supervisor. All employees shall share administrative rights (User ID & Password) to such sites if requested by a District or building administrator. Employees should understand and abide by the social media site's policies and terms of use. No school logos, mascots, photographs, or other such graphic representations of images associated with the District may be used on such sites without permission.
- Employees shall not take photographs or videos of students for use on personal social media sites or to send via electronic messaging without parent consent, and then only for the purpose of highlighting or promoting an activity, accomplishment or event.
- Employees are discouraged from interacting with students on social media.
- Employee requirements for mandatory reporting apply to social media content.

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- Employees shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, or sexual harassment.
- Employees should not use their District e-mail address for communication on public social media networks that do not represent the District. Only predetermined staff members are to act as representatives of or spokespersons for the District.
- Employees may not disclose information on work-related or personal social media sites that is confidential or proprietary to the District, its students, or employees, or that is protected by privacy laws.
- Employees shall adhere to District guidelines when using District logos, images or materials on work-related social media sites.
- Employees may not post images on any social media of co-workers without the co-worker's consent, unless the image is in a group setting.

Cross References:

425, 519, 402

Legal References:

Iowa Code § 279.8

Approved: June 25, 2019

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Revised: _____