Instruction

Exhibit – Employee Social Networking Suggestions

The District recognizes that the way teachers and students use technology has changed significantly. The lines between public and private, personal and professional are blurred in the digital world. The District would like to help guide your choices in a way that protects both you and the District, as well as the safety and privacy of students.

Any content, photos, or dialogue published by District staff should never compromise the professionalism, integrity and ethics in their role as a District staff member. Social networking sites, blogs, nings, wikis, personal web pages, online gaming sites, discussion threads/message boards, chat rooms, and video-sharing sites are very public places, and you should assume that all communication may eventually be viewed publicly.

1. Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face. Respect your audience. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the District's workplace.

2. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory, such as politics and religion.

3. Do not post anything (pictures, messages, or videos) that would make you uncomfortable if seen on the front page of a national newspaper.

4. Do not post, or copy and repost, any District student photos, names or videos even if the student has a signed photo/publicity release by the District or another entity. All are protected by confidentiality and state law. This is to protect you, the District and students from any possible litigation.

5. Be sure your personal online information is protected. Check your privacy settings frequently within online sites, groups, blogs, etc. and update them when necessary. If settings are set to Friends of Friends or Networks and Friends, staff members open their content to a much larger group of people that can include students and parents/guardians.

6. "Friending" (and similar relationships on other social networking websites) students, parents, and former students may create serious risks for you, the student, and the District, and is strongly discouraged. The term "friend" inherently implies a personal relationship which a student or parent could misinterpret. The separation between the role of a public educator and personal friendships with students should always be visible and strongly communicated.

7. Online games and related activities that allow people to compete with others through the Internet are not considered an acceptable activity for staff members to engage in with students and parents/guardians.

8. SEDOL strongly advises against "Tagging" of photos, videos, comments, etc. within social networks, and recommends that you "untag" images when you are tagged by others.

9. These social networking suggestions are separate from the "Staff Acceptable Usage Guidelines" and do not require staff signature.

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