

SOCIAL MEDIA

Definitions

“Social media” includes a variety of online tools and services that allow users to publish content and interact with their audiences. Social media includes, but is not limited to, social networking (e.g. Facebook, LinkedIn, Google+); blogs and micro-blogs (e.g. Twitter, Tumblr, Medium); content sharing (e.g. Scribd, SlideShare, Dropbox); image sharing, video sharing or live streaming (e.g. Snapchat, YouTube, Instagram, Pinterest); other sharing sites or applications for sound, location, news, messaging, etc. (e.g. Reddit, WhatsApp).

“Electronic communications device” includes any electronic device that is capable of transmitting, accepting or processing data, including, but not limited to, a computer, computer network and computer system, and a cellular or wireless telephone.

“Personal online account” includes any online account that is used by an employee exclusively for personal purposes and unrelated to any business purpose of LEARN, including, but not limited to electronic mail, social media and retail-based Internet websites. Personal online account does not include any account created, maintained, used or accessed by an employee for a business, educational or instructional purpose of LEARN.

Rules Concerning Personal Social Media Activity

1. LEARN understands that employees utilize social media and the web for personal matters in the workplace. LEARN reserves the right to monitor all employee use of LEARN electronic communications devices, including a review of online and personal social media activities made with such devices. An employee should have no expectation of personal privacy in any personal communication made through social media while using LEARN computers, LEARN-issued cellular telephones or other LEARN-issued electronic communications devices. While LEARN reserves the right to monitor use of its electronic communications devices, employees may engage in incidental personal use of social media in the workplace so long as such use does not interfere with operations and productivity, and does not violate other LEARN policies.
2. An employee may not mention, discuss, reference or link to LEARN or its individual schools or programs using personal online accounts or other sites or applications in a manner that a reasonable person would construe to be an official LEARN communication.
3. Employees are required to maintain appropriate professional boundaries with students, parents/guardians, and colleagues.
4. Unless given written consent, employees may not use LEARN’s logo or trademarks on their personal posts. This prohibition extends to the use of logos or trademarks associated with individual schools or programs of LEARN. This prohibition does not extend to

incidental displays of LEARN's logo or trademarks, such as in family photographs of student athletes in uniform.

5. Employees must refrain from engaging in hateful, racist, bigoted, harassing, defamatory, obscene, abusive, discriminatory, threatening or similarly inappropriate communications through personal online accounts. Such communications reflect poorly on LEARN's reputation, can affect the educational process, and may substantially and materially interfere with an employee's ability to fulfill professional responsibilities.
6. Employees are required to comply with all LEARN policies and regulations with respect to the use of computer equipment, networks or electronic devices when accessing personal online accounts and/or social media sites through LEARN computer systems. Any access to personal online accounts and/or social media activities while using LEARN equipment must comply with those policies and procedures, and may not interfere with an employee's duties at work.
7. All communications through personal online accounts and/or social media must comply with LEARN's policies concerning confidentiality, including the confidentiality of student information. Employees who are considering sharing information and are unsure about its confidential nature should consult with their supervisor prior to communicating such information.
8. All LEARN policies and regulations that regulate off-duty conduct, including, but not limited to, policies related to public trust, illegal harassment, conflict of interest, and protecting confidential information, apply to personal online account and social media activity.

Access to Personal Online Accounts

Employees shall not be required by their supervisors to provide their username, password, or other means of authentication of a personal online account.

Employees shall not be required to authenticate or access any personal online account.

Employees shall not be required to invite or accept an invitation from any individual(s) or group, or be required to join any individual(s) or group with their personal online account.

Employees shall not be required to use personal devices, networks or equipment to engage in any LEARN-related activity.

Rules Concerning LEARN-Sponsored Social Media Activity

1. In order for employees to use social media sites as an educational tool or in relation to extracurricular activities or programs of LEARN, the employees must seek and obtain the permission of their principal or director.
2. If an employee wishes to use social media sites to communicate meetings, activities, games, responsibilities, announcements etc., for a school-based club, a school-based activity, an official school-based organization, or an official sports team; or to communicate with parents/guardians about class activities, the employee must also comply with the following rules:
 - The employee must receive the permission of the immediate supervisor.
 - The employee may not use a personal online account for such purpose, but must use the LEARN-issued account.
 - The employee must ensure that such social media use is compliant with all LEARN policies and regulations, and applicable state and federal law, including the provision of required legal notices and permission slips to parents.
 - Social media sites are not considered appropriate to use between employees and students for instructional purposes such as posting assignments, collecting homework, or discussing class activities.
 - The employee must set up the club, etc. as a group list, which will be “closed” (e.g. membership in the group is limited to students, parents/guardians and appropriate school personnel, and “monitored” (e.g. the employee has the ability to access and supervise communications on the social media site).
 - When social media is used to communicate with parents, the account must be set up as private, for which the employee administrator of the account must approve members.
 - Employees may not include photographs of students in the social media site without permission from the students’ parents/guardians, nor shall they report on the current location of students (e.g., the current location of a field trip). Such communication about the event may be made only after the event has concluded.
 - Anyone who has access to the communications conveyed through the social media site may only gain access by the permission of the employee (e.g. teacher, administrator, supervisor or coach). Persons desiring to access the page may join only after the employee invites them and allows them to join.
 - Parents/guardians shall be permitted to access any page that their child has been invited to join.
 - Access to the page may only be permitted for educational purposes related to the club, activity, organization, or team.
 - The employee responsible for the page will monitor the content regularly to ensure compliance with LEARN policies and regulations and appropriateness of content.
 - The employee’s supervisor shall be permitted access to any page established by the employee for a school-related purpose.
 - Employees are required to maintain appropriate professional boundaries in the establishment and maintenance of all such LEARN-sponsored social media activity.

**Regulation
4118.51
4218.51
Personnel (Certified/Non-Certified)**

3. Employees are prohibited from making harassing, defamatory, obscene, abusive, discriminatory, threatening, or similarly inappropriate statements in their social media communications using LEARN-sponsored sites or accounts, or through LEARN-issued electronic accounts.
4. Employees are required to comply with all LEARN policies and procedures and all applicable laws with respect to the use of LEARN computer equipment, networks, accounts, or electronic communication devices; or when accessing LEARN-sponsored social media sites; or while using personal devices on LEARN's wireless network; or while accessing LEARN servers.
5. LEARN reserves the right to monitor all employee use of LEARN computers and other LEARN-issued electronic devices, including employee blogging and social networking activity on such devices. An employee should have no expectation of personal privacy in any communication made through social media, including personal online accounts, while using LEARN-issued computers, cellular telephones or any other LEARN electronic communications devices.
6. All communications through LEARN-sponsored social media or LEARN-issued electronic accounts must comply with LEARN's policies concerning confidentiality, including the confidentiality of student information. Employees who are considering sharing information and are unsure about its confidential nature should consult with their supervisor prior to communicating such information.
7. An employee may not link a LEARN-sponsored social media page to any personal online account or social media sites not sponsored by LEARN.
8. An employee may not use LEARN-sponsored social media or LEARN-issued electronic accounts for communications for private financial gain, political, commercial, advertisement, proselytizing or solicitation purposes.

Disciplinary Consequences

Violation of LEARN’s policy and/or regulation concerning the use of social media may lead to discipline up to and including the termination of employment consistent with state and federal law.

An employee may face disciplinary action up to and including termination of employment if an employee transmits, without LEARN’s permission, confidential information to or from the employee’s personal online account.

An employee shall not be disciplined for not providing the username, password, or other authentication means for accessing a personal online account, not authenticating, or accessing a personal online account in the presence of a supervisor or any other individual, or for not inviting or accepting an invitation sent by a supervisor or any other individual to join a group affiliated with a personal online account.

LEARN may require that an employee provide the username, password or other means of accessing or authenticating any account or service provided by LEARN for business purposes or any electronic communications device supplied by or paid for, in whole or in part, by LEARN.

Regulation adopted: November 14, 2024
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