



USE OF PERSONAL COMMUNICATION DEVICES

Employees are responsible for using personal communication devices (PCDs) in a safe and appropriate manner and in accordance with this policy, as well as other pertinent Board policies and guidelines. This includes using a PCD that may be Board-owned or personally-owned (regardless of whether the Board pays the employee an allowance for use of the device, the Board reimburses the employee, or the employee receives no remuneration).

Conducting District Business Using a PCD

Employees are permitted to use a PCD to make/receive calls, send/receive emails, send/receive texts, and send/receive instant messages that concern District business of any kind. Employees are responsible for archiving such communication in accordance with the District's requirements. **PCD communication sent and/or received by a public (school) employee using a PCD may constitute public records. Additionally, PCD communications about students sent and/or received by an employee using a PCD may constitute education records if the content includes personally identifiable information about a student.**

Safe and Appropriate Use of a PCD

Employees are prohibited from using a PCD while operating Board-owned vehicles and potentially hazardous equipment. Employees are required to comply with all applicable laws while driving.

Employees may not use a PCD in a way that might reasonably create in the mind of another person the impression of being threatened, humiliated, harassed, embarrassed or intimidated.

Employees shall limit communications to matters within the scope of the employee's professional responsibilities.

Preferably, staff shall use online automated text services provided by the District or private companies to text students for official District communications and not personal accounts.

Consider carefully student and staff interactions on private social media accounts. It is recommended that staff not friend or follow students on social media. District approved sites or pages are preferred and provide openness, visibility and accessibility. Staff using social media accounts representing the District or District-sponsored activities, must be approved by, and registered with the Director of Communications and the appropriate administrator responsible for each function. Only the appropriate administrator responsible for each function or designee has permission to communicate via social media on behalf of the District or District-sponsored activities.

An employee's personal or private use of social media may have unintended consequences. While the Board respects its employee's First Amendment rights, those rights do not include permission to post inflammatory comments that could compromise the District mission, undermine staff relationships, or

cause a substantial disruption to the school environment. This includes staff members' online conduct that occurs off school property including from the employee's personal computer. Posting on social media should be done in a manner sensitive to the staff member's professional responsibilities.

Employees shall not electronically record by audio, video, or other means, any image or conversations at meetings unless each and every person present has been notified and consents to being electronically recorded. Employees shall not electronically record telephone conversations unless all persons participating in the telephone conversation have consented to be electronically recorded. Surreptitious, unauthorized recording of others disrupts District workplaces, impairs employee relationships and cooperation and is injurious to employee morale. These provisions are not intended to limit or restrict electronic recording of publicly posted Board meetings, grievance hearings, and any other Board sanctioned meeting recorded in accordance with Board policy. These provisions are not intended to limit or restrict electronic recordings involving authorized investigations conducted by District personnel, or authorized agents of the District, or electronic recordings that are authorized by the District, e.g. surveillance videos, extracurricular activities, voicemail recordings. The provisions found in Board policy 9151 governs electronically recording students.

Upon request from Administration, an employee will provide the phone number(s), social network site(s), or other information regarding the method(s) of electronic media the employee uses to communicate with any currently enrolled students.

Duty to Maintain Confidentiality of Student Personally Identifiable – Public and Student Record Requirements

Employees are subject to all applicable policies and guidelines pertaining to protection of the security, integrity and availability of the data stored on a PCD, regardless of whether they are Board-owned and assigned to a specific employee or personally-owned by the employee. Please reference policy School Board policy 7530.02

Use of a PCD in any manner contrary to District, local, State, or Federal laws may result in disciplinary action up to and include unpaid suspension and/or termination.

Reference: *Board Policy 7530.02* Staff and School Officials Use of Personal Communication Devices

Board Policy 9151 Photographing, Filming, and/or Videotaping of Students in the School

Board Policy 7440.01 Video Surveillance and Electronic Monitoring

Board Policy 7540.03 Student Education Technology Acceptable Use and Safety

Protecting Children in the 21st Century Act, Pub. L. NO. 110-385, Title II, Stat. 4096 (2008)

Children's Internet Protection Act (CIPA), Pub. L. No. 106-554 (2001) Title I of the Electronic Communication Privacy Act of 1986

18 U.S.C. 2510-2521

20 U.S.C. 1232g

34 C.F.R. Part 99

Wisconsin statutes: §175.22, §942.08, §942.09
§19.31-19.39, §118.125

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