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TO: Principals and Directors  
FROM: Michele E. Morris  
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DATE: July 1, 2020  
RE: Social Media

We have seen a significant increase in the number of complaints regarding comments and/or posts on both professional and personal social media. Please remember that the Board has adopted both Policy and reviewed Administrative Guidelines regarding this topic. Specifically, please see Policy 5-22 *Social Media* which states:

**Professional Social Media Use**

- a. Communication on a professional social media space should be handled in the same manner as communication in a classroom and/or workplace. The same standards expected in UCPS professional settings are expected on professional social media sites.**
- b. Employees shall exercise caution, sound judgment, and common sense when using professional social media sites.**
- c. Professional social media communication must be in compliance with existing UCPS policies and applicable laws, including, but not limited to, prohibitions on the disclosure of confidential information and prohibitions on the use of harassing, obscene, discriminatory, defamatory or threatening language.**
- d. No personally identifiable student information may be posted by employees on professional social media sites.**
- e. The Board reserves the right to direct the removal of postings and/or disable a page, of professional social media sites that do not adhere to the law or do not reasonably align with the goals of the district.**
- f. Communication with students shall only occur through professional social media sites and shall follow these guidelines:**
  - 1. Professional social media sites that are school-based should be designed to address reasonable instructional, educational, or extra-curricular program matters;**
  - 2. Each school year, schools will notify parents about the professional social media activities their children may participate in.**
  - 3. Employees using professional social media have no expectation of privacy with regard to their use of such media. The district will regularly monitor professional social media sites to protect the school community.**

Growing Possibilities.

## Personal Social Media Use

**The Board recognizes that some employees may choose to post personal information on the Internet through personal websites, blogs, chat rooms, uploading content, or by making comments on other websites or blogs. The Board values the employees' creativity and honors the interest in engaging in these forms of personal expression on their own time, should they choose to do so. However, problems can arise when a person posting identifies or appears to be associated with the district, or when a person posting violates the rights of the district, or the rights of its employees.**

**Any postings, on professional or personal social media sites, of the following nature are prohibited:**

- **Creates a harassing, demeaning, or hostile working environment for any employee.**
- **Disrupts the smooth and orderly flow of work, or the delivery of services to the staff or students.**
- **Harms the goodwill and reputation of staff, students or the community at large.**
- **Erodes the public's confidence in the district.**
- **Involves any kind of criminal activity or harms the rights of others, may result in criminal prosecution or civil liability to those harmed, or both.**

There are also Administrative Guidelines associated with this Policy which provide additional guidance. Please see the online Policy Manual for the full text of the Policy and Administrative Guidelines.

In the event that the district receives a report about the contents of a professional and/or personal social media account an investigation will occur and the supervisor of the employee will be notified as to the process. Please call me if you have any questions. Thank you.