

## **EMPLOYEE USE OF SOCIAL MEDIA**

The M.S.A.D. No.75 Board of Directors recognizes that social media sites have become important means of communication with potential value to enhance teaching and learning.

This policy sets expectations for school employees when using social media for school-related and personal purposes. Employees are expected to preserve the integrity of the learning environment in their use of social media, and must maintain professional boundaries with students at all times.

“Social media” means technology and/or Internet-based tool(s) for communicating or sharing information, opinions, and ideas with others, including but not limited to websites, blogs, forums, social networking sites, image sharing applications, and news sites. Some popular examples include Facebook; X; YouTube; Wikipedia; Google; Instagram; Pinterest; and Snapchat.

As M.S.A.D. No. 75-sponsored sites such as (but not limited to) Google Classroom, ParentSquare, StudentSquare, or district-issued email accounts are educational by definition and are not visible to external users, they are not considered social media for the purpose of this policy.

Employees should not use social media services or platforms for 1:1 communications with parents or other staff for school-related purposes. Employees shall not use social media services or platforms for 1:1 communications with students under any circumstances. Employees shall not use social media services or platforms for group communications with students unless approved per the process below.

Given the importance of social media to community communications, the Board understands and expects that public information about district events and school activities will frequently be shared via social media. However, the Board encourages district employees to use established school channels and/or accounts, when possible and appropriate.

### **1. APPROVAL OF STUDENT INVOLVEMENT**

The use of social media by an employee involving students for school-related purposes requires approval in advance. An employee who desires to use social media for school-related purposes must submit a proposal and request for approval to the building principal. Proposals for the school-related use of social media should include an articulated educational purpose and be appropriate to the students’ ages, level(s) of understanding, and range(s) of knowledge.

It is expected that any use of social media by an employee involving students for school-related purposes will involve the direct participation of an administrator in order to be approved.

Use of social media with students is limited to grades seven and higher. Employees shall not use social media services or platforms for 1:1 communications with students under any circumstances.

The principal may take one of the following actions on a proposal for the use of social for school-related purposes:

- 1) Approval;
- 2) Approval with required modifications; or
- 3) Denial.

The building principal may consult with the Superintendent or others as appropriate in evaluating the request. The decision of the administrator shall be in writing and the decision is final. Any later modifications to a proposal that has been already approved must also be approved by the building principal. The building principal may withdraw their approval at any time.

Approved proposals for the school-related use of social media shall be resubmitted annually for review. If an employee discontinues their use of approved social media, they are expected to notify the building principal.

## **2. TERMS OF USE**

The school-related use of social media by an employee approved in accordance with this policy is subject to the following terms and conditions:

1. Content on approved social media shall at all times comply with M.S.A.D. No. 75 policies, procedures and guidelines as well as with any applicable state and federal laws, including confidentiality laws.
2. The responsible employee shall monitor any student use of the approved social media and shall remove content that violates district policies, procedures or guidelines, and/or state or federal laws. Any inappropriate use of approved social media shall be reported to the building principal/supervisor.
3. The district may monitor any approved social media for compliance with applicable policies, procedures, guidelines and/or laws.

### 3. PERSONAL USE OF SOCIAL MEDIA

The Board understands that many employees use social media for personal purposes on personal time. Employees shall keep their school-related social media use separate from their personal social media. Employees shall not use work time, district technology, or their work-issued email address for personal use of social media.

School employees are prohibited from “friending” students or engaging in any other interactions on social media (outside of any school-approved activity).

School employees are expected to exhibit professional decorum on social media and shall not engage in conduct that: violates Board policies, procedures and guidelines; which adversely affects their capacity to serve as a role model for students; or which distracts from or disrupts the educational process or the operations of the schools.

School employees may not use the district’s logo on any social media website without permission of the Superintendent/designee or represent their views as those of the Board or the district.

### 4. SCHOOL ADMINISTRATOR USE OF SOCIAL MEDIA

When using personal social media, school administrators (such as the Superintendent, a Principal, the Special Education Director, etc.) shall have no authority to speak on behalf of M.S.A.D. No. 75, unless specifically designated to do so. Where no such authority exists, school administrators shall make it clear that they are speaking in their individual capacity when posting or engaging in other activity on personal social media related to school business by doing the following:

- Posting in a clear and conspicuous place on their own social media pages the following language if the page includes posts or other activity related to school business:
  - *The views expressed on this page and all posts and other activity (including, but not limited to, responding to posts and comments, blocking users, and liking posts and/or comments), including those related to school business, are my own and are not being undertaken on behalf of, and do not necessarily represent the views of, MSAD #75 or its Board. MSAD #75 and its Board have not endorsed or approved this page or its content or other activity.*
- Posting the following language with any social media post **related to school business**:

- *The views are my own and do not represent the views of MSAD #75 or its Board, nor have they endorsed or approved this post or its content.*

## **5. VIOLATIONS**

Violations of this policy may result in the withdrawal of approval to use social media for school purposes and/or disciplinary action, depending on the circumstances of each case.

### **CROSS REFERENCE:**

GBEBB – Staff Conduct with Students  
GCSA – Employee Computer and Internet Use  
GCSA-R – Employee Computer and Internet Use Rules  
IJNDB – Student Computer and Internet Use  
IJNDB-R – Student Computer and Internet Use Rules

**FIRST READING:**

February 27, 2025

**SECOND READING:**

March 13, 2025

**ADOPTION:**

March 13, 2025