Code: GBB26-AR
Adopted: April 8, 2025

Social Networking (Social Media)

Social media includes all means of communicating or posting information or content of any sort on the Internet, including but not limited to employee's own or District's video or website posting, social networking sites such as Facebook, LinkedIn, personal blogs, personal websites, or other similar forms of online communication journals, diaries, or personal newsletters not affiliated with the District.

Unless specifically instructed, employees are not authorized and, therefore, restricted to speak on behalf of the District. Employees are expected to protect the privacy and well-being of the District, its employees, and students. Employees are prohibited from disclosing confidential student, employee, and non-employee information as outlined in *Confidential Information* policy and any other non-public information to which employees have access to the extent such discussion or disclosures are not protected under state or federal law.

1. Social Media Post Disclaimer

   Social media postings by employees from District email addresses should contain the following disclaimer stating that the opinions expressed are strictly their own and not necessarily those of District, unless the posting is in the course of business duties: *Any views or opinions presented in this message are solely those of the author and do not necessarily represent those of District.* Employees of District are expressly required not to make defamatory statements and not to infringe or authorize any infringement of copyright or any other legal right by electronic communications.

   Any such communication is contrary to District policy and outside the scope of the employment of the individual concerned. The District will not accept any liability in respect of such communication, and the employee responsible will be personally liable for any damages or other liability arising.

2. District Monitoring

   Employees are cautioned there is no expectation of privacy while using District's Internet, equipment, or facilities for any purpose, including authorized posting or editing to social networking sites. Employee's posting can be viewed by anyone, including the District. The District reserves the right to monitor its Internet, equipment, and facilities that are used to post comments or discussions about the District or its employees on social networking sites. The District may use search tools and software to monitor use of its Internet, equipment, and facilities, including for posting to social networking sites.

   The District reserves the right to use content management tools to monitor, review, or block content on District Internet, equipment, and facilities including social networking sites that violate this policy. Employees consent to such monitoring by acknowledgment of this policy and use of the District's IT resources and systems.

3. Reporting Violations

   Employees should report any actual or perceived violations of this policy to one's immediate supervisor, manager, human resources, or Superintendent.

   Employees must report any suspected phishing attempts, ransomware infections, or social engineering attempts through the Phish Alert Button (PAB) on their email app, and/or to the IT department immediately.

4. Discipline for Violations

   The District will investigate promptly and respond to all reports of violations of the *Social Networking* policy and other related policies. Violation of the District's *Social Networking* policy may result in disciplinary action, up to and including termination. The District reserves the right to take legal action against employees who engage in prohibited or unlawful conduct.

5. Authorized District Social Networking

   The goal of authorized social networking is to become a part of the community conversation and promote web-based sharing and exchange of District information and feedback from members of the public. Authorized social networking is used to convey information about District operations and services; promote and raise awareness of the organizational culture; search for potential new equipment and training tools; communicate with other employees, parents, members of the public, and interested parties; issue or respond to breaking news or other matters of public interest; and discuss organization-specific activities and events.

   When social networking, the District must ensure that use of these communication paths maintain honesty, integrity, courteousness, and reputation while minimizing actual or potential legal risks, whether used inside or outside the workplace.

6. Rules and Guidelines

   The following rules and guidelines apply to entries made on all District-related social networking sites:

   - Only authorized employees can prepare and modify content for the District's social networking sites. If an employee is required to use social media as part of assigned job duties, for District's marketing, public relations, recruitment, communications, or other business purposes, the content must be relevant, add value, and be approved by the District in advance of posting. If uncertain about any information, material, or conversation, the employee shall contact the supervisor, or manager, human resources, or superintendent to discuss the content.

   - All social media accounts created for district activities, clubs, teams, and classes must be established, maintained, and periodically audited by the district, using official district email addresses. These accounts must not be linked to or administered through personal employee social media accounts to ensure proper oversight, continuity, and compliance with district policies.

   - The District owns all social media accounts used on behalf of District or otherwise for business purposes, including any and all log-in information, passwords, and content, regardless of the employee that opens the account or uses it, and will retain all such information and content regardless of separation of any employee from employment with District**.** If an employee's job duties require one to speak on behalf of District in a social media environment, the employee must still seek approval for such communication from the site administrator who may require the employee to receive training before posting and may impose certain requirements and restrictions regarding the employee's social media activities.

   - All employees must identify themselves as employees of the District when posting comments or responses on the District's social networking sites. If an employee is contacted to comment about the District for publication, including any social media outlet, the request should be directed to

the site administrator or superintendent who will then determine the response to be provided on behalf of the District.

- Any copyrighted information where written reprint authorization has not been obtained in advance cannot be posted.
- All employees of the District are responsible for ensuring all social networking information complies with the District's written policies. Management is authorized to remove any content posted on a District social media site that does not meet the rules and guidelines of this policy, any other District policy, or that may be illegal, prohibited, or offensive. Removal of such content will be done at the discretion of the District without permission or advance warning.
- The District expects all District-authorized guests of social networking sites to abide by all rules and guidelines of this policy. The District reserves the right to remove, without advance notice or permission, all guest content considered malicious, defaming, obscene, threatening, or intimidating. The District also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.
- Employees must not expose themselves or the District to legal risk by using a social media site in violation of its terms of use. Review the terms of use of all social media sites visited to ensure compliance with those terms of service.

7. Personal Social Networking Sites

The District respects the right of employees to use social networking sites and does not want to discourage employees from self-publishing and self-expression. However, employees are expected to follow the rules and guidelines as set forth in this policy to provide a clear line between the employee as the individual and/or as an employee of the District. In accordance with provision of NRS 613.135, the District will not request usernames and passwords for personal social media accounts. This policy applies to all board members, management, employees, and volunteers.

The District does not discriminate against employees who use these sites for personal interests and affiliations or other lawful purposes.

Commenters are personally responsible for their commentary on social networking sites, and can be held personally liable for commentary that is considered malicious, defamatory, obscene, threatening, intimidating, or libelous by any offended party, not just the District. Remember that what is published might be available to be read by the masses (e.g., the District, future employers, social acquaintances) for a long time. Employees should keep this in mind before posting content.

Employees are prohibited from using District equipment, including computers, licensed software or other electronic equipment, or facilities on work time to conduct personal social networking activities. Employees are prohibited from using their work email address to register on social networking sites utilized for personal use.

Employees shall not use social networking sites to harass, threaten, discriminate, or disparage against employees, students, or anyone associated with or doing business with the District. Social media should never be used in a way that violates any other District policies or employee obligations. If an employee's social media activity would violate any of the District's policies in another forum, it will also violate them in an online forum.

If an employee chooses to identify oneself as an employee of District, note that some readers may view the employee as a spokesperson for the District. Because of this possibility, the employee is required to comply with the *Social Media Post Disclaimer (Any views or opinions presented in this message are solely those of the author and do not necessarily represent those of District)* policy.

Employees should use good judgment about what is posted on social media and remember that anything posted can reflect on the District, even if a disclaimer is used. Employees should always strive to be accurate in their communications about District and remember that posted statements and materials have the potential to result in liability for the employee and the District. District encourages professionalism and honesty in social media and other communications.

Employees cannot post the name, trademark, or logo of the District or any business with a connection to the District. Employees cannot post District-privileged information, including copyrighted information or District-issued documents.

Authorized employees posting to District-owned social media accounts may not post photographs of other employees, volunteers, members of the public, vendors, suppliers, students on the District premises, nor can employees post photographs of persons engaged in District business without prior authorization by immediate supervisor, manager, human resources, or superintendent. Any sharing of student images must comply with the Family Education Rights and Privacy Act (FERPA) and district policies, and should only be done through authorized district-managed platforms with appropriate permissions.

Employees cannot post any advertisements or photographs of District products and services, nor use the District in advertisements without disclosing the employees' connection to the District.

Employees cannot link from a personal social networking site to the District's internal or external websites without proper authorization.

This policy is not intended to restrict communications or actions protected or required by state or federal law.

8. Media Contacts

   If contacted by the media, press, or any other public news source about employees' post that relates to District business, employees are required to obtain written approval from the immediate supervisor, manager, human resources, or superintendent prior to responding, on behalf of the District.

9. Prohibition Against Retaliation

   The District will not tolerate any retaliation by management or by any other employee against an employee who reported a violation of this policy or cooperating with an investigation. Employees who believe they have been retaliated against in any manner whatsoever, should immediately notify the Human Resources Manager/EEO Officer. The District will promptly investigate and deal appropriately with any allegation of retaliation.