

<i>Policy</i>	<i>Title</i> SOCIAL MEDIA/ DIGITAL COMMUNICATION	<i>Code</i> IJNDD
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HOLLISTON

The Superintendent and the School Principals will annually remind staff members and orient new staff members concerning the importance of maintaining proper decorum in the on-line, digital world as well as in person. Employees must conduct themselves in ways that do not distract from or disrupt the educational process. While the District recognizes that employees retain First Amendment rights to communicate outside of work, employees should be thoughtful in how they communicate on matters of local, state, and national concern such that their communications do not disrupt the workplace. The orientation and reminders will give special emphasis to:

- 1) Improper fraternization with students using social media or other electronic means.
 - a. School Employees may not friend or follow current students on social media or allow students to follow them on social media unless an account is set up by the employee for the sole purpose of communicating with the class and/ or families.
 - b. All electronic contacts with students should be through the District’s computer and telephone system, except in emergency situations. HPS staff should be using their Holliston email or other Holliston messaging systems to communicate with students.
 - c. Team, class, or student organization pages, accounts, or groups will be created only in conjunction with the coach or faculty advisor. All groups must include the appropriate administrator as a member. Access to the page will remain with the coach or faculty advisor.
 - d. All electronic contacts with students should be through the district's computer and telephone system whenever possible. Pertinent content from coaches, faculty advisors, and other staff leaders that must be done via a teacher’s personal phone number should be sent to the whole group and must be school appropriate.
 - e. Inappropriate contact via phone or electronic device is prohibited.f. Pertinent content from coaches, faculty advisors, and other staff leaders that must be done via a teacher’s personal phone number should be sent to the whole group and must be school-appropriate.
 - g. Staff may not intentionally put photos or videos of students on their personal social media accounts.
- 2) Inappropriateness of posting items with sexual content.
- 3) Inappropriateness of posting items exhibiting or advocating use of drugs and alcohol.
- 4) Examples of inappropriate behavior from other districts, as behavior to avoid.

- 5) Monitoring and penalties for improper use of district computers and technology.
- 6) The possibility of penalties, including dismissal from employment, for failure to exercise good judgment in on-line conduct.

The Superintendent or designees will periodically conduct internet searches to see if teachers have posted inappropriate materials on-line. When inappropriate use of computers and websites is discovered, the School Principals and Superintendent will promptly bring that inappropriate use to the attention of the staff member and may consider and apply disciplinary action up to and including termination.

SOURCE: MASC October 2016

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Legal References:	
Policy Cross Reference:	Bullying Prevention Policy - JICEB
Procedure Reference	

LD 12/11/25