

Glenview School District 34

Social Media Procedures

The following types of Internet websites covered by these Guidelines/Procedures to Board Policy 5:125, which are collectively referred to as “web posts,” include, but are not limited to, the following:

- Multi-media and social networking websites, such as, Facebook, LinkedIn, X (formerly Twitter), Instagram, TikTok, YouTube, etc. (These are examples as we know social media sites are frequently added to the list.)
- Blogs (both District blogs and external blogs) and any other site where text can be posted

District-Sponsored Electronic Communications/Social Media Use Employees whose web posts are made (1) as part of their official duties, (2) via the District’s computers or electronic network, or (3) while the employee is on duty, must comply with the following requirements

(Note, this is all centered around posting, committing, and engaging as a staff member, during school time, or on behalf of the district or in your professional capacity - not personal time / personal resources):

1. If commenting on any aspect of the District’s business or any policy issue in which the District is involved, an employee must obtain the approval of a school-level or District-level administrator prior to publishing the web post. Employees should neither claim nor imply that they are speaking on the District’s behalf unless they have received such approval.
2. Employees’ web posts should not disclose to anyone information that is confidential or proprietary to the District or to any third party, including, but not limited to, information contained in student records.
3. Web posts that contain defamatory, harassing, confidential, unlawful, or otherwise inappropriate information as determined by the administration or that contain copyrighted information (music, videos, text, etc.) without proper permission are prohibited under this policy.
4. If a member of the news media or another blogger or reader contacts an employee about their web post that concerns the business of the District, the employee shall refer that person to the Executive Director of Communications.
5. The Board or District administration may require that employees avoid certain subjects or withdraw certain web posts if it believes that doing so will (1) help ensure compliance with applicable laws, (2) avoid a violation of Board policy, (3) remove inappropriate material from public view.
6. When using District computers or accessing the District electronic network, including its web server at work and home, employees are subject to Board Policy 6:235, Access to Electronic Networks.

Communication with Students and Parents

1. Employees have the responsibility of maintaining an appropriate employee-student relationship and employee-parent relationship at all times. Emails pertaining to non-school-related matters can be a breach of professional boundary expectations and are strongly discouraged.
2. Employees shall only communicate with students via District-sponsored or approved electronic communication forums (including District email). If the content of the electronic communication is non-school-related, employees are encouraged to copy their supervisor on that electronic communication. Employees may not communicate with students via other forms of electronic communication, such as text messaging, social media websites, or private email.
3. If a student contacts an employee via a web post, the employee should not respond online. The employee could speak to the student the next school day and suggest other methods of communication – such as an email to the employee's work address.
4. If a student continues to contact the employee, the employee must share the information with their supervisor.
5. Do not become "friends" with "fans" of "like," "heart," or "follow" current District students online.
6. Employees are strongly discouraged from becoming "friends" with, "fans" of, or "follow" parents of current District students. The District, however, recognizes that some employees are related to or friends with parents of current District students outside of the employee-parent context. In such situations, employees are reminded that they are role models to their students, and they represent the District during working and non-working hours. Therefore, employees are encouraged to maintain appropriate relationships with parents and be sensitive about the content of any online communication.

Personal Electronic Communications/Social Media Use

The District recognizes that some employees may maintain personal blogs or websites, contribute posts to the blogs or websites or web pages of others, and/or participate in social networking sites. The District does not discourage the use of social media. When used properly, it is an excellent tool for professional development and two-way communication. However, employees may not communicate with students via personal communications/social media or networking sites. Employees who participate in these personal activities must abide at all times with all legal requirements including compliance with student privacy laws.

To adhere to all legal requirements, including, but not limited to, student privacy laws, employees are strongly encouraged to follow the following guidelines:

1. If you have a presence on social media, use the highest level of privacy tools available to control access to your personal activity. However, even with these privacy settings, remember that someone could hack those tools and publicize your private posts. In addition, social media sites can change their privacy policies and standards at any time, putting posts that you thought were private in the public domain. Please review the privacy settings on an ongoing basis to minimize the risk of unintentional disclosure of sensitive information.
2. Do not disclose student record information, including student work, photographs of students, or any other personally identifiable information about students.
3. Do not make or post disparaging, discriminatory, defamatory, confidential, threatening, libelous, obscene, or slanderous comments about the District, its employees, students or

parents when such comments can be reasonably perceived as being made in your official or employment capacity. You should make it clear to your readers that the views you express on your web posts are yours alone and that they do not necessarily reflect the views of the District or the Board.

4. Do not post copyrighted information.

5. Unless authorized in writing by the Superintendent or his/her designee, personal web posts shall not include the District's logos, mascots, symbols, or other insignias.

6. Ensure that your profile and related content (even if it is of a personal, not an official, nature) is consistent with how you wish to present yourself as a professional, appropriate with the public trust associated with your position. Remember that as a District employee, you represent the District during both working and non-working hours. The lines between public and private, personal and professional, are blurred in online social networks.

The District strongly discourages employees from the following online activities while representing the district online:

1. Using ethnic slurs, profanity, personal insults, or engaging in unacceptable conduct in your workplace.

2. Endorsing any commercial products, services, or entities related to your business in the District. For example, if you are a custodian, do not endorse cleaning products; if you are a teacher, do not endorse learning programs.

3. Posting inappropriate photos of or inappropriate information about yourself online in the capacity of your role within the district. Examples of inappropriate photos include, but are not limited to, you drinking alcohol, inappropriately dressed while representing the district with District 34 attire.

4. Choosing an inappropriate avatar.

5. Posting links to inappropriate content.

Failure to comply with these rules may constitute unprofessionalism. Violations of these guidelines are subject to disciplinary action, including termination.