

Staff Use Of Social Media

The purpose of this policy is to provide all staff, students, volunteers, and community members with information about District expectations regarding the use of social media by staff when such use relates to their role as District employees or involves District students.

The District respects lawful personal expression via social media outside of the workplace. However, the District also recognizes that some social media posts may cause confusion regarding whether staff are expressing personal views or acting in their professional capacity, especially if the staff member identifies themselves as an employee of a school or the District or includes information that indicates affiliation with the District.

Staff who use social media platforms are encouraged to remember that the school community may not be able to separate staff members' personal expression from their role within the District. Consistent with Policy 5253, staff are expected to exercise professional judgment and maintain appropriate professional staff-student boundaries in online interactions.

Staff may not create personal social media content during work time or using District devices, networks, software, or digital systems. Staff are also prohibited from creating personal social media content featuring students, student voices, or other identifiable student information obtained through their employment, unless the event is open to the public and the content does not compromise student privacy. The fact that an event is open to the public does not alter staff obligations to maintain appropriate professional staff-student boundaries or to protect student privacy.

Staff expression on social media platforms that materially and substantially interferes with the District's operations, disrupts the educational environment, undermines professional responsibilities or staff-student relationships, or creates a conflict of interest may be subject to discipline in accordance with District policy, collective bargaining agreements, and applicable law, up to and including termination. Determinations regarding whether social media expression materially and substantially interferes with District operations shall be made based on the specific facts and circumstances of each situation.

When using social media for District-related or professional purposes, staff must adhere to the District's Social Media Terms of Use and the District's communication guidelines, as listed on the staff dashboard.

Cross References 2022P – Electronic Resources and Internet Safety
 5253 – Maintaining Professional Staff/Student Boundaries
 5252 – Staff Participation in Political Activities
 5251 – Conflict of Interest

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