Policy: 7031

Section: SECTION 07-PERSONNEL

DISTRICT SOCIAL MEDIA AND WEBSITE GUIDELINES

PURPOSE

The District recognizes that the use of websites, social media and social networking tools can be an effective way of communicating with various District constituencies, including students, parents, and the community as a whole. At the same time, websites and social media usage can be harmful if used improperly. The purpose of this policy is to establish clear guidelines for the use of websites and social media by District personnel, including Board members, which will result in a positive experience for District users.

This policy is not intended to govern the instructional use of educational or learning platforms that have a social networking component.

The district has set forth its specific processes for implementing this board policy through the accompanying administrative guidelines.

~~2. DEFINITIONS~~

~~a. Social media can generally be defined as an interactive form of electronic communications through which users create online communities to network with each other and share user-generated information, ideas, personal messages, and other content, such as photos, videos, and journals. Platforms are provided by third parties and may include, but are not limited to, sites such as Facebook, YouTube, LinkedIn, Instagram, X and Snapchat. However, new platforms are constantly being developed; therefore, these guidelines should be interpreted to broadly encompass the wide variety of social media and social networking platforms that currently exist as well as those that might be developed in the future.~~

~~3. GUIDELINES~~

~~a. Official District Social Media Sites~~

i. District employees must have authorization from their building principal or a District-level supervisor prior to creating a social media account, page, or site that will be associated with their work for Park City School District.
ii. The supervising principal or District-level administrator that approved creation of the account/page must be included as a member of the group.
iii. The employee who created the social media account shall be responsible for all content posted to that site.
iv. Supervising principals and the District administration reserve the right to monitor, edit, or delete any content posted to school or other District authorized social media sites.
v. Never share confidential information online. Never post information about a student, including photos or other images, without first:
1. obtaining parental permission, or
2. otherwise ensuring that posting is consistent with federal and state student privacy laws (i.e., FERPA).
vi. All student photos should be consistent with school dress code standards and portray students, employees, and the District in a professional manner.
vii. Employees should express ideas and opinions in a respectful manner.
viii. Employees may not post political, religious, or sexual comments, images, or material.

b. Personal Social Media Use by District Employees
i. Employees may not be "friends" or otherwise "connect" with students using personal social media accounts or other personal social networking sites (except if that student is also a member of the employee's own family, but in that case, the connection may not include other friends of the employee's own student).
ii. Employees may not use their own personal profiles or pages for District/school business; personal social media accounts must remain separate from professional use of approved District social media sites.
iii. Employees may not post pictures of students or any student information on their personal sites. iv. Employees may not engage in the personal use of social media while on District time.
v.Employees must be aware that the lines between public/private and personal/professional are easily blurred. Employees should therefore keep in mind the following:

~~1. Personal social media usage may not be private and could reflect negatively on the employee or the District.~~

~~2. When expressing personal opinions, state they are personal and do not reflect the views of Park City School District.~~

~~3. Rules of professional ethics governing teachers prohibit the use of social media in a way that results in violation of appropriate professional boundaries.~~

~~c. Use of District IT Resources~~

~~i. Employees must adhere to all other District policies governing acceptable use of IT Resources in their use of social media.~~

~~d. Employees who become aware of any violations of this policy must immediately report their findings to a school or District administrator.~~

~~ii. Violations of this policy may result in disciplinary action.~~

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