IIBGC – Staff Online Activities (Revised with Additions)
(See GAF, GBU, IIBG, IIBGA, KGA)

Employees are encouraged to use district electronic mail and other district technology and resources to promote student learning and to communicate with parents of students and education-related entities. If those resources are used, they shall be used for purposes directly related to work-related activities. Technology-based materials, activities, and communication tools utilized by employees with students shall be used in accordance with law and appropriate for and within the range of the knowledge, understanding, age, and maturity of students with whom they are used.

District employees, including, but not limited to, administrators, classroom teachers, and extracurricular and co-curricular activity coaches and sponsors, may set up social media accounts using district technological resources and following district policy and procedures to promote and enhance communications to parents and the community concerning school-related programs and activities. District-approved social media sites may be used to promote District activities or as allowed by law and this policy.

Requirements for Staff Use of Social Media
In order for district employees to utilize a social media platform for administrative or other work-related communication purposes, they shall comply with the following:

- They shall request permission from the superintendent or the superintendent's designee(s) (Public Information Officer) prior to setting up or using any social media platform.
- If permission is granted, staff members will set the platform up following any district policy, administrative procedures, and directives.
- This shall include limiting use to board-approved platforms and registering the social media page with the superintendent or the superintendent's designee(s) (Public Information Officer).

Once the platform is in use, the sponsoring staff member is responsible for:

a. Monitoring and managing the platform; and
b. Observing confidentiality restrictions.

Registration requirement applies in the following circumstances:

- When a social media account is created and managed by a USD 250 staff member for a school-sponsored team, activity, or class.
- When a social media account is created or managed by a parent, booster club, or PTO group, or a USD 250 employee has administrative access to the account.

Registration must include the following information:

- Name of the social media page/account
- Associated sport, activity, or class
- Social media platform used
- Names and roles of all individuals with administrative access
- A brief description of the intended purpose and use of the account

All approved accounts are considered extensions of the district's communication channels and must adhere to district expectations for professionalism, transparency, and appropriate content. Staff members are prohibited from using personal social media accounts as a communication platform for any school-sponsored team or activity.

Uses of Social Media Platforms
Board-approved social media platforms may be used by employees only for:

- Posting or broadcasting one-way, public communications; and
- Sharing general information related to school programs, activities, or events.

Employees shall not use social media platforms for any form of two-way interaction with students.

Personal Social Media Expectations
For purposes of this policy, "personal social media" means any non-district-managed platform, including, but not limited to, Facebook, Instagram, TikTok, Snapchat, X (Twitter), and personal blogs.
District staff shall maintain professional boundaries with students in all digital environments, including personal social media accounts.

Prohibited Conduct – Personal Social Media
In addition to the restrictions above, staff members shall not:

1. Post photos, videos, or audio recordings of students taken during school activities or on school property to personal social media accounts.
2. Share student work, names, or identifying information on personal platforms without explicit district authorization.
3. Tag, mention, or otherwise identify students in personal social media content.
4. Communicate with students through personal social media accounts.
5. Use personal social media accounts as the official communication platform for any school-sponsored team or activity.

Prohibitions Regarding Social Media Platforms
No employee of the district shall privately or directly communicate with any student through any social media platform, except as expressly permitted under this policy. This prohibition applies regardless of whether communication occurs during or outside the school day.
No employee shall require a student to use a social media platform for any assignment or extracurricular activity.

Definitions
For purposes of this policy, a "social media platform" is any online website or application that permits a person to become a registered user, create an account or profile for the primary purpose of creating, sharing, or interacting with user-generated content that is publicly viewable.
"Identifying Information" means any information that could reasonably identify a student, including name, image, voice, school affiliation, location, or unique personal details.

Permissible Use – Student Content

Staff may share student-related content only through official District or school-managed platforms and only in accordance with District media release policies and consent requirements. Any exceptions must be pre-approved in writing by school administration and must comply with all student privacy laws.

Other Online Platforms
Employees may communicate with students through district-approved platforms that are not classified as social media platforms, such as:

- District email
- Learning management systems
- Approved messaging platforms

All platforms must allow monitoring and record retention.

Athletics And Activities Social Media
School-sponsored teams and activities may only use approved, registered social media accounts. All such accounts must be approved by the superintendent or the public information officer and registered with the district.
Accounts with staff admin access, including those created by booster clubs or parents, are subject to this policy if they are representing a USD 250 team or program.

Training and Compliance
The superintendent or designee shall provide communication/training regarding acceptable social media communication practices as necessary for the implementation of new requirements, and thereafter periodically.

Disciplinary Actions
All employees shall be subject to disciplinary action if their conduct relating to the use of technology, social media, or online resources violates board policy, law, or impacts job performance.
Staff members are strongly discouraged from creating personal social media accounts with which they connect with current or future students. Employees taking such action do so at their own risk. All employees shall be subject to disciplinary action if their conduct relating to use of technology, social media, or online resources violates board policy or administrative procedures or directives; Kansas law regarding social media platform use by school employees; statutory or regulatory provisions governing employee conduct or the protection of student record information; or if it impairs the staff member's job performance or effectiveness in the work setting. District staff shall endeavor to protect the health, safety, and emotional well-being of students and the confidentiality of student record information both in the school setting and in their online actions. Conduct in violation of this policy, including, but not limited to, conduct relating to the use of technology, any social media, or online resources, may form the basis for disciplinary action up to and including termination from employment.

Approved:

Recommendation – 6/13; 4/26