No. 450

EMPLOYEE USE OF SOCIAL MEDIA

I. PURPOSE

The purpose of this policy is to address employees' use of social media networks and any other similar public internet forum or platform.

II. GENERAL STATEMENT OF POLICY

The school district recognizes the importance of online social media networks as communication tools. To that end, the school district may provide, approve, and/or sanction various social media network applications and provides guidance to employees on the use of social media.

III. EMPLOYEE USE OF SOCIAL MEDIA

A. The school district takes no position on employees' decision to participate in the use of social media networks for personal use on personal time. However, use of social media networks for personal purposes during working hours is prohibited.

B. Employees are encouraged to use discretion in social media communications. If employees use or support obscene, profane, or vulgar language on any social media network or engage in communications and conduct that are harassing, threatening, discriminatory, bullying, libelous, or defamatory, or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, discrimination, or bullying, this may affect the employee's suitability for employment.

C. If an employee is identified on a social media network as an employee of Monticello Public Schools the employee shall make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the school district. Employees may not act as a spokesperson for the school district or post comments as a representative of the school district, except as authorized by the superintendent or designee. When authorized as a spokesperson for the school district, employees must disclose their employment relationship with the school district.

D. Employees shall not disclose information on any social media network that is private, confidential, non-public, or proprietary in relation to the school district, its students or employees, or that is protected by applicable statute.

E. Employees may not post images of students on any social media network without written parental consent, except for images of students taken in the public arena such as a sporting event or fine arts public performance. Employees may not post details of school district facilities, mechanical systems, communications systems, architectural drawings or building layout sketches, security systems, surveillance systems, directories, access codes for hardware or software, or emergency response plans.

F. The school district recognizes that student groups or members of the public may create social media accounts and/or profiles representing students or groups within the school district. When employees, including coaches or advisors, choose to join or engage with these social media network groups, they do so as an employee of the school district. Creation and/or maintenance of social media accounts representing students or groups shall only be completed with the knowledge of and prior approval by the superintendent or designee. Employees have responsibility for maintaining appropriate employee-student relationships at all times, following school district policies, and addressing inappropriate behavior or activity, including acting to protect the safety of minors online. Social media accounts created by employees and representing students or groups shall remain the intellectual property of the school district upon employee separation; the employee shall ensure that all rights and

access associated with such accounts is provided to the superintendent or designee at the time of separation from employment.

G. An employee who is responsible for a social media network posting that fails to comply with this policy may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure – whether purposeful or inadvertent – of confidential or private information, information that violates the privacy rights or other rights of a third party, or content of anything posted on any social media network.

H. Anything posted on the internet for which the employee is responsible will be subject to all school district policies, rules, regulations, and guidelines. The school district is free to view and monitor an employee's internet activity at any time without consent, previous approval, or notice. Where applicable, employees may be required to disclose the existence of and access to an employee's internet activity or other personal social media network as part of an employment selection, hiring, promotion, or disciplinary process.

I. Employees shall not post any information or engage in communications that violate state or federal laws or school district policies.

J. When employees choose to join or engage with school district students, families, or fellow employees in a public social media network context, they must maintain their professionalism as school district employees, and they have responsibility for addressing inappropriate activity, including requirements for mandated reporting.

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