

**SERIES 500
PERSONNEL**

Administrative Rule 522.7

EMPLOYEE USE OF SOCIAL NETWORKING SITES – GUIDELINES

In general, what an employee does on his/her own time outside of work will not be regulated by the District. However, the District may monitor and regulate employee postings/activities if:

- The employee chooses to identify him/herself as an employee of the District and the subject matter of the communication is regarding a matter of personal interest and not a matter of interest to the general public. (Please note that identifying your work place on a site will not automatically rise to the level of District regulation unless one of the below bulleted activities occurs on the site.)
- The activity occurs through use of any District technology or during work time.
- The activity affects the employee's job performance or the performance of others.
- The activity involves or relates to District students.
- The activity is harmful to the District's interests and there is a nexus to an individual's employment.

If an employee chooses to publish content, as detailed above, on any internet-based social networking site, including, but not limited to, the sites mentioned above, the District requires that employees observe the following guidelines:

- Employees are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media. Remember that what is published online will be public for a long time. Be mindful to protect individual privacy. Use common sense when determining what to publish. Online behavior should reflect the same standards of honesty, respect and consideration that are used in direct contact communication.
- Employees shall not produce content that states or implies that the employee's opinions reflect the opinions of the District or are endorsed by the District. Employees may want to consider creating a statement such as "The postings on this site are my own and don't necessarily represent the District's positions or opinions." (Please note that this statement will not protect an employee from any and all liability resulting from his/her statements.) Unless given written permission by the human resource administrator/designee, employees are not authorized to speak on behalf of the District to represent that they speak on behalf of the District.

- Employees shall not disclose District information that is confidential or proprietary. This specifically includes information or comments regarding students. If an employee has any doubts regarding the release of information, consult a supervisor before releasing information that could potentially harm the District, its current or potential employees, students or community.
- Employees shall not reference personally identifiable information concerning students in any way on any social networking site or on the web unless specifically approved by your supervisor. This includes pictures, video or posting of student work. Employees must follow all Board of Education policies regarding student privacy.
- Employees shall observe staff conduct policies when communicating about the District and its current and potential employees, students and community regardless of the subject matter of the communication. Note that the use of copyrighted materials, unfounded or derogatory statements or misrepresentation is not viewed favorably by the District.
- Employees shall respect copyright and fair use laws.
- Employees shall honor the privacy rights of the District's current employees by seeking their permission before writing about or displaying internal District happenings that might be considered to be a breach of their privacy and confidentiality.
- Employees shall recognize that they are legally liable for anything that is written or present online. Employees can be disciplined by the District for commentary, comment or images that are defamatory, pornographic, harassing, and libelous or that can create a hostile work environment. Employees may also be sued by other District employees and other individuals or companies that view the commentary, content or images as defamatory, pornographic, proprietary, harassing, libelous or as creating a hostile work environment.
- Employees shall follow all Board policies.

The District can and may monitor employee use of social networking sites, especially when such sites are accessed through District-provided technology resources.

Employee Use of Social Networking Sites – Classroom

The District understands that technology is dynamic and encourages employees to use technology to assist with student learning. Employees shall only use the District website program or their approved District sites as a social networking tool for classroom purposes under the following guidelines:

- The employee shall not use a personal social account to connect with students.
- The principal must approve and co-administer any District sponsored social network site between any employee and student. (This limitation does not apply to close family members such as a staff-parent and student-child.)

District Social Networking Sites

The District may create and maintain District social networking sites. Employee comments or posts to a District social networking site must be professional in nature and must be in compliance with all Board policies. The District may remove or block any posts which, and/or users who, are not professional in nature or tone.

Summary

This policy must be interpreted with all other Board policies. Employees that violate this policy may receive disciplinary action, up to and including termination.

Legal References:

Cross References: 522 Staff Conduct
 522.7 Employee Computer and Internet Use
 Board Exhibit 522.7 Employee Acceptable Use Agreement.

Date of Adoption: November 16, 2011

Date of Revision: July 17, 2013