Section/File:	439
Title:	Use of Social Media
Adoption Date:	February 20, 2026
Revisited:	March 10, 2026; April 14, 2026; June 23, 2026; October 23, 2026

I. Purpose

St. Louis Park Public Schools ~~The District~~ recognizes that social media can be a powerful tool for enhancing learning and communication. The purpose of this policy is to address professional and personal use of social media by District employees. St. Louis Park Public Schools recognizes that its employees have certain constitutional, statutory, and/or contractual rights regarding speech, and neither this policy nor the accompanying guidelines is intended to infringe on those rights. The purpose of this ~~regulation~~ policy is to address the use of social media by employees for~~ the district~~ St. Louis Park Public Schools'~~, school or program~~ interests; the use of social media for professional interests; and the use of social media for personal interests, especially where those personal interests may intersect with their employee status.

II. Definitions

For the purpose of this policy, the following terms are defined as follows:

A. Social media: Includes, but is not limited to, online media such as websites, web logs (blogs), wikis, online forums, podcasts, ~~and~~ video sharing and social networks (Facebook, Twitter, Instagram, YouTube, Pinterest, Tik Tok, and emerging or future social media platforms), and virtual or augmented reality networks.

B. Employees: Any staff person of St. Louis Park Public Schools~~, as well as any agent, independent contractor, or other person engaging in work for St. Louis Park Public Schools.~~.

C. Work time: Includes any time for which the employee is being compensated by St. Louis Park Public Schools, excluding vacations, sick days, personal leave, and paid holidays.

III. General Statement of Policy

A. When engaging with social media, whether for professional or personal use, ~~District~~ St. Louis Park Public School employees are advised to be respectful and maintain the highest standards of professionalism and ethical conduct.

B. When referring to St. Louis Park Public Schools, its schools, students, employees, communities, programs, and activities on any social media network~~s~~, employees ~~must~~ should be respectful and professional and avoid any communications that may create a disruption to the District's operations.~~ in all communications (by word, image, implication and other means). Employees shall not use obscene or profane language or images in communications or conduct that is threatening, harassing, libelous, or defamatory, or that discusses or encourages any illegal activity or inappropriate use of illegal drugs, sexual behavior, harassment, or bullying.~~ Employees must adhere to District Guidelines for Social Media Use.

C. An employee is responsible for any content they post on social media.

D. ~~When employees engage in social media sites that represent students, families, or groups within St. Louis Park Public Schools, they do so as employees of St. Louis Park Public Schools and have responsibility for addressing inappropriate behavior or activity on these networks.~~ Employees ~~are advised to~~ must maintain appropriate boundaries with students and abide by the Employee-Student Relationship Policy at all times.

E. Employees who are mandated reporters ~~and~~ must follow the requirements for mandated reporting pursuant to the Maltreatment of Minors Act and must appropriately and promptly report perceived or suspected maltreatment of minors on any social media site. This requirement extends to all social media sites viewed by the employee.

IV. ~~WORK~~DISTRICT-Related Use of Social Media

A. The Department of Communications is designated as the Superintendent's designee to make decisions regarding:

   a. Use of ~~district-related~~ St. Louis Park Public School entity logos

   b. Applications for official social network accounts

   c. Communication of ~~the District~~ St. Louis Park Public Schools messages.

B. ~~The mere mention of St. Louis Park Public Schools, its schools, departments, programs, mascots, teams, or personnel is prohibited. When the use of such items may lead a reasonable reader to assume that the post, blog, entry, photograph, video, or other communication is the official site or statement of the school, district, department, program, or team, or the authorized spokesperson for St. Louis Park Public Schools, school department, program, or team, such use is prohibited.~~ Use of any ~~district~~ St. Louis Park Public School entity logo is prohibited without the permission of the Department of Communications.

~~C. All district employees are required to appropriately report perceived or suspected maltreatment of district students or vulnerable adults on any social media site, following district policies for reporting maltreatment. This requirement extends to all employees, whether or not they are an authorized administrator of a district-approved social media site or not. This requirement extends to all social media sites viewed by the employee.~~

D. Images and videos of students, staff, employees, volunteers, and attendees at any public St. Louis Park Public Schools event, such as a regularly scheduled athletic contest or fine arts performance ~~which are open to the general public without invitation~~, may be posted to ~~a~~ social media ~~site~~. Names of ~~individuals~~ minors and students should not be included in the post, unless the ~~individual portrayed is a member of the team~~

~~competing or the performing group~~ minor or student's parent has provided consent.

E. Images of non-public representations of ~~district~~ St. Louis Park Public Schools' facilities or premises, including floor plans, may not be posted on ~~any~~ social media ~~site~~, for ~~both~~ either professional ~~and~~ or personal social media use.

F. Curriculum under the claim of copyright of St. Louis Park Public Schools may not be posted on any ~~public~~ social media ~~site~~ without written permission of the Superintendent, or ~~Superintendent's~~ designee.

G. When authorized as a spokesperson for St. Louis Park Public Schools and not posting from a St. Louis Park Public Schools' account, employees must disclose their employment relationship with St. Louis Park Public Schools.

~~All employees are responsible for reporting breaches of this policy and its regulations to their supervisor, or, if the breach concerns their supervisor, to the Department of Communications. Supervisors shall confer with the Department of Human Resources regarding appropriate disciplinary actions, if any.~~

V. Personal Use of Social Media

A. ~~Employees should not use social media for personal use during work time~~. Employees must limit personal use of social media and electronic communications of any kind during work time, using professional discretion. If a building principal or executive staff member determines personal use of social media or electronic communications is becoming an issue for an employee, restrictions may be placed on employees' use of personal devices. Such restrictions would take place at the discretion of the Superintendent or designee.

B. Employees may not use ~~school district~~ St. Louis Park Public Schools' technology or the St. Louis Park Public Schools' ~~school district~~ computer system for personal social media use. This prohibition includes, but is not limited to, signing into personal social media accounts~~;~~ and/or posting or messaging ~~using~~ from personal social media accounts.

C. ~~The decision of whether to use social media for personal use outside work hours is left to the discretion of each District employee.~~ Employees ~~Staff~~ are expected to serve as positive ambassadors for St. Louis Park Public Schools ~~the district~~ and to remember they are role models to students. Because ~~those on~~ social media ~~networks~~ users may view the employee as a representative of the ~~schools and the District~~ St. Louis Park Public Schools and/or its schools. ~~the District requires~~ Eemployees ~~to~~ must observe the following rules when referring to St. Louis Park Public Schools ~~the District,~~ its schools, students, programs, activities, employees, volunteers, and communities on any social media networks:

a. Employees are expected to maintain professional standards in online contacts with students and their families. Invitations to a personal social media site generally should not be extended to students or their families. Messages of a romantic, flirtatious or sexual nature between employees and students are specifically prohibited. Employees must abide by the Employee-Student Relationships policy at all times.

b. References to St. Louis Park Public Schools made by the employee ~~i~~on the employee's personal social media ~~sites~~ should include a disclaimer that the opinion or view expressed is personal and does not necessarily reflect the opinion or view of St. Louis Park Public Schools.

~~c. When authorized as a spokesperson for the District and not posting from a District account, employees must disclose their employment relationship with the District.~~

d. Employees ~~may~~ shall not disclose information that is protected by data privacy laws or that is confidential or proprietary to St. Louis Park Public Schools ~~the District,~~ its students, or employees.

e. Employees may not use or post St. Louis Park Public Schools' ~~the District's~~ logos on ~~any~~ social media, network nor create a social media account that represents ~~the District~~ St. Louis Park Public Schools without permission from the Superintendent or designee.

f. Employees may not post images on any social media network of co-workers without the co-workers' consent.

g. Employees may not post images of students on any ~~public~~ social media network if the parent has opted out of image use of their child, except for images of students taken ~~in~~ at public events ~~the public arena~~, such as ~~at~~ sporting events or fine arts public performances.

~~h. Employees may not forge or otherwise manipulate identifiers in a post to a social media site in an attempt to impersonate or otherwise misrepresent the employee's identity or affiliation with any other person or entity.~~

D. Employees are solely responsible for any legal liability arising from or relating to the content on the employee's personal social media use. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information or information that violates the privacy rights or other rights of a third party. ~~Employees will be required to indemnify St. Louis Park Public Schools for any actions taken against St. Louis Park Public Schools based upon an employee's personal social media use.~~

~~E. St. Louis Park Public Schools may take appropriate action when it becomes aware of, or reasonably suspects, conduct or communication on social media that adversely affects the workplace, impedes the employees' ability to do their job, or violates professional codes of ethics or other laws.~~

VI. Accountability

A. ~~While~~ St. Louis Park Public Schools does not affirmatively monitor employee use of social media but~~,~~ it may view ~~and monitor~~ an employee's public social media activity at any time ~~and without prior consent~~.

B. Failure to comply with district policies, ~~and~~ regulations, and rules may subject the employee to disciplinary and other consequences, up to and including termination of employment.

C. In addition to specific prohibitions and limitations, St. Louis Park Public Schools may take appropriate action when it becomes aware of, or reasonably suspects, conduct or communication on social media ~~that adversely affects~~ substantially and materially disrupts the workplace or~~,~~ school environment, the safety of students or staff, or impedes ~~the~~ employees' ability to~~ do their job~~ perform the functions of their position, or, undermines the mission of St. Louis Park Public Schools, or violates professional codes of ethics or other laws.

D. All employees are responsible for reporting breaches of this policy and its regulations to their supervisor, or, if the breach concerns their supervisor, to the Department of Communications. Supervisors shall confer with the Department of Human Resources regarding appropriate disciplinary actions, if any.

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Legal References:

47 U.S.C. §254 (Children's Internet Protection Act of 2000 (CIPA))
47 C.F.R. § 54.520 (FCC rules implementing CIPA)
20 U.S.C. 1232g (FERPA)
Minn. Stat. Chapter 13 (Minnesota Government Data Practices Act)
Minn. Rule 8710.2100 (Code of Ethics for Minnesota Teachers)
Garcetti v. Ceballos, 547 U.S.410 (2006)
Connick v. Myers, 461 U. S. 138 (1983)
Pickering v. Board of Ed. of Township High School Dist. 205, 391 U. S. 563 (1968)

Cross References:

ISD #283 Policy 102 Equal Educational Opportunity ~~Opportunity/Non-Discrimination~~
ISD #283 Policy 104 Gender Inclusion
ISD #283 Policy 413 Harassment and Violence~~, and Other Offensive Behavior~~
ISD #283 Policy 423 Employee-Student Relationships
ISD #283 Policy 424 Employee Internet and Technology Responsible Use