SOCIAL NETWORKING (SOCIAL MEDIA)

The Lyon County School District ~~takes no position on an employee's decision to start or maintain a blog or participate in other social networking activities. However, employees' use of social media can pose risks to the District's confidential and proprietary information and reputation, expose the District to discrimination and harassment claims, and jeopardize the District's compliance with federal and state laws and regulations. To minimize these business and legal risks, avoid loss of productivity and distraction from employees' job performance, and ensure that the District's information technology (IT) resources and communications systems are used appropriately as explained below, employee use of social media must protect confidential and/or proprietary District information. The District's social networking policy includes rules, guidelines, and best practices for District-authorized and personal social networking~~ recognizes employees' right to use social media for lawful personal and professional purposes. However, employees' use of social media can pose risks to the District's confidential and proprietary information and reputation, and can expose the District to discrimination and harassment claims. To minimize these risks and to ensure that the District's IT resources are used appropriately, employees' use of social media must protect confidential information and the District's reputation. This policy applies to all board members, employees, and volunteers, who are subject to all the provisions of *LCSD Board Policy GBBP - Information Technology* regarding privacy, monitoring, prohibited activities, reporting violations, and retaliation.

Reference: NRS 613.135

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SOCIAL NETWORKING (SOCIAL MEDIA) - ADMINISTRATIVE REGULATIONS

Social media includes all means of communicating or posting information or content of any sort on the Internet, including but not limited to an employee's own or District's video posting, social networking sites such as Facebook, LinkedIn, X (Twitter), Instagram, TikTok, Youtube, Reddit, SnapChat, personal blogs, personal websites, video platforms, messaging platforms (e.g. WhatsApp, Signal, GroupMe), forums, wikis, comment sections, online communities, and/or other similar forms of online communication ~~journals, diaries, or personal newsletters not affiliated with the District~~.

~~Unless specifically instructed by the Superintendent or their designee, employees are not authorized and, therefore, restricted to speak on behalf of the District. Employees are expected to protect the privacy and well-being of the District, its employees, and students. Employees are prohibited from disclosing confidential student, employee, and non-employee information as outlined in *LCSD Board Policy GAC: Confidential Information* and any other non-public information to which employees have access to the extent such discussion or disclosure are not protected under state or federal law.~~

1. ~~**Social Media Post Disclaimer**~~ **Speaking on Behalf of the District**

   Unless specifically authorized by the Superintendent, employees are not authorized to speak on behalf of the District. When posting on ~~S~~social media from a District email address or in context where the ~~postings by~~ employee~~s~~ identif~~ying~~ies themselves as a District/school employee~~s~~, ~~should~~ posts must contain the following disclaimer ~~stating that the opinions expressed are strictly their own and not necessarily those of the District,~~ unless the posting is in the course of ~~business~~ official, authorized duties:

   The views or opinions expressed in this message are my own and do not represent the Lyon County School District.

   A disclaimer does not authorize disclosure of confidential information and does not eliminate personal responsibility for improper statements. Employees ~~of the District~~ are expressly prohibited from making defamatory statements~~. Employees shall not infringe, nor authorize any infringement of~~ and/or infringing upon copyright or ~~any~~ other legal rights ~~by~~ through electronic communications. ~~Any such communication is contrary to District policy and outside the scope of the employment of the individual concerned.~~ The District will not accept any liability ~~in respect of~~ for such communication~~,~~ and the employee ~~responsible~~ will be personally liable for any damages ~~or other liability~~ arising.

~~2. District Monitoring~~

~~a. Employees are cautioned that there is no expectation of privacy while using the District's Internet, equipment, or facilities for any purpose, including authorized~~

~~posting or editing to social networking sites. Employee's posting can be viewed by anyone, including the District. The District reserves the right to monitor its Internet, equipment, and facilities that are used to post comments or discussions about the District or its employees on social networking sites. The District may use search tools and software to monitor its Internet, equipment, and facilities, including for posting to social networking sites.~~

~~b. The District reserves the right to use content management tools to monitor, review, or block content on District Internet, equipment, and facilities including social networking sites that violate this policy. Employees consent to such monitoring by acknowledgment of this policy and use of the District's IT resources and systems. District monitoring of employee social media activity via its systems will comply with applicable privacy laws.~~

~~3. Reporting Violations~~

~~a. Employees should report any actual or perceived violations of this policy or cyber threats to their immediate administrator/supervisor or the Executive Director of Human Resources.~~

~~b. Employees must report any suspected phishing attempts, ransomware infections, or social engineering attempts through the Phish Alert Button (PAB) on their email app, and/or to the IT department immediately.~~

~~4. Discipline for Violations~~

~~a. The District will investigate promptly and respond to all reports of violations of the *Social Networking (Social Media)* policy and other related policies. Violation of this policy will result in disciplinary action, up to and including termination. The District reserves the right to take legal action against employees who engage in prohibited or unlawful conduct.~~

~~5~~2. ~~Authorized~~ District-Owned Social ~~Networking~~ Media Accounts

~~a. The goal of authorized District social networking is to become a part of the community conversation and promote web-based sharing and exchange of District information and feedback from members of the public. Authorized social networking is used to convey information about District operations and services; promote and raise awareness of the District/school culture; search for potential new equipment and training tools; communicate with other employees, parents, members of the public, and interested parties; issue or respond to breaking news or other matters of public interest; and discuss organization-specific activities and events.~~

~~b. When social networking, the District must ensure that use of these communication paths maintain honesty, integrity, courteousness, and reputation while minimizing actual or potential legal risks, whether used inside or outside the workplace.~~

~~6. Rules and Guidelines~~

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~~The following rules and guidelines apply to entries made on all District-related social networking sites.~~

~~a.~~ Only authorized employees may create, post to, or administer District-owned social media accounts. The District owns all District social media accounts, including all credentials, content, and data associated with those accounts, regardless of which employee created or managed the account. Content on District-owned accounts must be relevant, add value, and be approved before posting. Management is authorized to remove content that violates this policy, any other District policy, or that is illegal, prohibited, or offensive, at the District's discretion and without advance notice ~~can prepare and modify content for the District's social networking sites. If an employee is required to use social media as part of assigned job duties, for District's marketing, public relations, recruitment, communications, or other business purposes, the content must be relevant, add value, and be approved by the District in advance of posting. If uncertain about any information, material, or conversation, the employee shall contact their administrator/supervisor or the Executive Director of Human Resources to discuss the content~~.

~~b. The District owns all social media accounts used on behalf of the District or otherwise for business purposes, including any and all log-in information, passwords, and content, regardless of the employee that opens the account or uses it, and will retain all such information and content regardless of separation of any employee from employment with the District. If an employee's job duties require one to speak on behalf of District in a social media environment, the employee must still seek approval for such communication from their administrator/supervisor (the Superintendent or designees) who may require the employee to receive training before posting and may impose certain requirements and restrictions regarding the employee's social media activities.~~

~~c. All employees must identify themselves as employees of the District when posting comments or responses on the District's social networking sites. If an employee is contacted to comment about the District for publication, including any social media outlet, the request should be directed to their administrator/supervisor (the Superintendent or designees) who will then determine the response to be provided on behalf of the District.~~

~~d. Any copyrighted information where written reprint information has not been obtained in advance cannot be posted.~~

~~e. All employees of the District are responsible for ensuring all social networking information complies with the District's written policies. Management is authorized to remove any content posted on a District social media site that does not meet the rules and guidelines of this policy, any other District policy, or that may be illegal, prohibited, or offensive. Removal of such content will be done at the discretion of the District without permission or advance warning.~~

~~f. The District expects all District-authorized guests of social networking sites to abide by all rules and guidelines of this policy. The District reserves the right to remove, without advance notice or permission, all guest content considered malicious, defaming, obscene, threatening, or intimidating. The District also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.~~

~~g. Employees must not expose themselves or the District to legal risk by using a social media site in violation of its terms of use. Review the terms of use of all social media sites visited to ensure compliance with those terms of service.~~

~~7~~3. Personal Social ~~Networking Sites~~ Media Use

~~a.~~ The District respects ~~the right of~~ employees' right to use social networking sites ~~and does not want to discourage employees from self-publishing and~~ for self-expression~~. However, employees are expected to follow the rules and guidelines as set forth in this policy to provide a clear line between the employee as the individual and/or as an employee of the District. In accordance with provision of NRS 613.135, the District will not request usernames and passwords for personal social media accounts. This policy applies to all board members, management, employees, and volunteers.~~ and does not discriminate against employees who use these sites for lawful personal purposes. However, employees are expected to maintain a clear distinction between personal and District-related social networking activity. Employees:

~~b. The District does not discriminate against employees who use these sites for personal interests and affiliations or other lawful purposes.~~

- ~~c. Commenters are~~ Are personally responsible for their social media commentary ~~on social networking sites,~~ and ~~can be held personally liable for commentary that is considered~~ may be subject to discipline, legal process, or personal liability for content that is malicious, defamatory, obscene, threatening, ~~intimidating, proprietary, causes an educational disruption,~~ or libelous ~~by any offended party; not just the District.~~ depending on applicable law and the facts of the matter; ~~Remember that what is published might be available to be read by the masses (e.g., the District, future employers, social acquaintances) for a long time. Employees should keep this in mind before posting content.~~
- d~~. Employees are~~ Are prohibited from using District equipment, ~~including computers, licensed~~ software ~~or other electronic equipment~~, or facilities on work time ~~to conduct~~ for personal social networking~~;~~ ~~activities.~~
- ~~Employees are~~ Are prohibited from using their work email address to register ~~on social networking sites utilized for~~ personal ~~use.~~ social media accounts;
- Are prohibited from engaging in personal social networking during designated work hours.

~~e. Employees shall not use social networking sites to harass, threaten, discriminate, or disparage against employees, students, or anyone associated with or doing business with the District. Social media should never be used in a way that violates any other~~

~~District policies or employee obligations. If an employee's social media activity would violate any of the District's policies in another forum, it will also violate them in an online forum.~~

~~f. If an employee chooses to identify themselves as a District employee, please note that some readers may view them as a spokesperson for the District. Because of this possibility, employees are required to comply with the *Social Media Post Disclaimer* (#1 of the administrative regulations of this policy).~~

~~g. Employees should use good judgment about what is posted on social media and remember that anything posted can reflect on the District, even if a disclaimer is used. Employees should always strive to be accurate in their communications about the District and remember that posted statements and materials have the potential to result in liability for the employee and the District. The District encourages professionalism and honesty in social media and other communications.~~

- ~~h. Employees may~~ May not post the District's name, trademark, ~~or~~ logo, ~~of the District~~ or ~~any business with a connection to the District. Employees may not post~~ District-privileged information, including copyrighted ~~information~~ material or District-issued documents.
- ~~i. Employees must~~ May not post ~~on personal social networking sites~~ photographs ~~of other employees, volunteers, vendors, suppliers, or students, nor can employees post photographs~~ of persons engaged in District business without prior authorization ~~by~~ from their administrator/supervisor or the Superintendent/ designee.
- ~~j. Employees may~~ May not post ~~any~~ advertisements or photographs of District products and services, nor use the District in advertisements without prior authorizations from their administrator/supervisor. If authorized, the employee must disclose their connection to the District.
- ~~k. Employees cannot~~ May not link from a personal social networking site to the District's internal or external websites without proper authorization.

~~l. This policy is not intended to restrict communications or actions protected or required by state or federal law.~~

~~8~~4. Media Contacts

~~a. If contacted by the media, press, or any other public news source about employees' post that relates to District business, employees are required to obtain written approval from their administrator/supervisor or Superintendent/designee prior to responding, on behalf of the District.~~

All media inquiries must be reported to the immediate administrator, manager, supervisor and the Superintendent/designee prior to responding on behalf of the District. Employees must not provide official comments, statements, documents, photographs, recording, or other information to the media unless authorized.

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~~9. Prohibition Against Retaliation~~

~~a. The District will not tolerate any retaliation by management or by any other employee against an employee who reported a violation of this policy or cooperating with an investigation. Employees who believe they have been retaliated against in any manner whatsoever, should immediately notify the EEO Officer or Executive Director of Human Resources. The District will promptly investigate and deal appropriately with any allegation of retaliation.~~

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