

**Personal Technology and Social Media; Usage and Conduct**

Inappropriate use of personal technology and social media by employees or school officials may interfere with an environment conducive to learning, with the privacy rights of students and fellow staff members, or with the property interests of others, and may create school records not properly available for retention, review or disclosure. To avoid these potential problems, employees and school officials are restricted in their use of personal technology and social networks are directed herein.

**Definitions**

**Personal Technology** – Any device that is not owned or leased by the District or otherwise authorized for District use and which is designed to: (1) transmit sounds, images, text messages, videos, and electronic information, (2) electronically record, play, or store information, or (3) access the Internet, or private communication or information networks. This includes but is not limited to cellular phones, smartphones, personal computers, cameras, recorders, MP3 players, and electronic tablets.

**Social Media/Network** – Media for social interaction, using highly accessible and scalable communication techniques through the use of web-based and mobile technologies to turn communication into interactive dialogue. Without limitation, this includes *Facebook, LinkedIn, MySpace, YouTube* and *Twitter*.

**Rules of Conduct**

All District employees and school officials must comply with the following rules of conduct concerning the use of personal technology and social media:

1. Do not interfere with or disrupt the educational or working environment, or the delivery of education or educational support services.
2. Use personal technology and social media for personal purposes during non-work times or hours only. Any use at school or school functions must be during duty-free periods and must occur during such times and places that the use will not interfere with job duties or otherwise be disruptive to the school environment or its operation. Refer to Policy 6:235-AP-1 (Acceptable Use of Electronic Networks) regarding use of District technology.
3. Do not use the District's logos without permission and follow all ~~District~~ copyright laws applicable to school environments.
4. Do not use social media to share, publish, or transmit information about or images personally identifying individual students pursuant to district policies regarding student privacy. Refer to Policies 7:15 (Student and Family Privacy Rights), 7:190

(Student Discipline) – (Prohibited Student Conduct); 7:340 (Student Records); and 8:30 (Visitors To and Conduct on School Property).

5. Choose a District-provided or supported method whenever possible to communicate with students and their parents/guardians.

6. Do not represent oneself as speaking on behalf of the District or Board of Education when identifying oneself by relationship to the District.

7. Adhere to the high standards for appropriate relationships at all times with students and fellow staff members, regardless of the ever-changing technology platforms available. Applicable policies outlining these expectations include but are not limited to: 5:120 (Ethics and Conduct); 5:20 (Workplace Harassment Prohibited); 6:235 (Access to Electronic Networks); 7:20 (Harassment of Students Prohibited); and the Ill. Code of Educator Ethics, 23 Ill. Admin. Code 22.20. Do not post images or private information in a manner readily accessible to students and other employees.

8. When using personal technology and social media, assume all risks associated with their use at school or school-sponsored activities, including students' viewing of inappropriate Internet materials through the District employee's personal technology. The Board expressly disclaims any responsibility for use of personal technology.

#### Publication

The Administration shall inform District employees about this policy through the employee handbook, during the in-service programs on educator ethics, teacher-student conduct, and school employee-student conduct, shall communicate the rules of conduct set forth above, and shall take other steps to build awareness of this policy with students, parents, and the community.

#### Review and Administrative Procedures

The Administration shall periodically review this policy in consultation with Policy Committee for appropriate updating and bring recommendations for revisions to the Board. The Superintendent may adopt procedures to provide more specific directives, consistent with this Policy, with respect to particular usages, platforms, settings, and exceptions.

#### Enforcement

Any employee found to have engaged in conduct in violation of this Policy may be subject to remedial and other appropriate disciplinary action, including, without limitation, prohibiting the employee from possessing or using any personal technology or social media at school, payment of indemnification to the District for any losses incurred

by the District arising from such violation, and suspension or dismissal from employment.

LEGAL REF.: 105 ILCS 5/21-23 21B-75 and 5/21-23a 21B-80.  
Ill. Human Rights Act, 775 ILCS 5/5A-102.  
Code of Ethics for Ill. Educators, 23 Ill.Admin.Code §22.20.  
Garcetti v. Ceballos, 547 U.S. 410 (2006).  
Pickering v. High School Dist. 205, 391 U.S. 563 (1968).  
Mayer v. Monroe County Community School Corp., 474 F.3d 477 (7th Cir. 2007);

CROSS REF.: 5:20 (Workplace Harassment Prohibited), 5:30 (Hiring Process and Criteria), 5:120 (Ethics and Conduct), 5:130 (Responsibilities Concerning Internal Information), 5:150 (Personnel Records), 5:170 (Copyright), 5:200 (Terms and Conditions of Employment and Dismissal), 6:235 (Access to Electronic Networks), 6:235-AP-1 (Acceptable Use of Electronic Networks) 7:15 (Student and Family Privacy Rights), 7:20 (Harassment of Students Prohibited), 7:190 (Student Discipline) – Prohibited Student Conduct; 7:340 (Student Records); and 8:30 (Visitors To and Conduct on School Property)

APPROVED: October 29, 2012