

INDEPENDENT SCHOOL DISTRICT 283

DATE OF ADOPTION: 02.20.2026

REVISED: 3/10/2026; 4/14/2026

SECTION/FILE: 439

TITLE: USE OF SOCIAL MEDIA

I. PURPOSE

St. Louis Park Public Schools 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 is to address the use of social media by employees for district, 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 social networks, 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 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 networks, employees must be respectful and professional 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.

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- 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 at all times and must follow the requirements for mandated reporting.

IV. WORK-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 logos
 - b. Applications for official social network accounts
 - c. Communication of district 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 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 and attendees at any public 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 should not be included in the post, unless the individual portrayed is a member of the team competing or the performing group.
- E. Images of non-public representations of district facilities or premises, including floor plans, may not be posted on any social media site, for both professional and 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. 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

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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 during work, using professional discretion. If a building principal or executive staff member determines personal use of social media 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. ~~The decision of whether to use social media for personal use outside work hours is left to the discretion of each District employee.~~ Staff are expected to serve as positive ambassadors for the District and to remember they are role models to students. Because those on social media networks may view the employee as a representative of the schools and the District, the District requires employees to observe the following rules when referring to 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.~~
 - b. ~~References to St. Louis Park Public Schools made by the employee in 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 not disclose information that is protected by data privacy laws or that is confidential or proprietary to the District, its students, or employees.
 - e. Employees may not use or post the District's logos on any social media network nor create a social media account that represents the District 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 the public arena, such as at sporting events or fine arts public performances.

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- 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.
- C. 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.
- D. 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.

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VI. ACCOUNTABILITY

- A. While St. Louis Park Public Schools does not affirmatively monitor employee use of social media, it may view and monitor an employee's 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.

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:

102. Equal Opportunity/Non-Discrimination
413. Harassment, Violence, and Other Offensive Behavior
104. Gender Inclusion