

Use of Social Media

KRESA recognizes social media as a valuable tool for communication, learning, and community engagement. When used responsibly, social media can enhance our connection with learners, families, staff, and the public.

District-Approved Platforms

KRESA uses only approved platforms (such as Facebook, Instagram, YouTube, LinkedIn, and X) for official communication, as designated by the Superintendent. In designating District-approved social media platforms/sites, the Superintendent or his/her designee shall specify which platforms/sites are appropriate for use at the District level, the building or department level, for extra-curricular activities, and at the individual level by employees for professional purposes.

Student Use

It is critical that students be taught how to use social media platforms safely and responsibly. Social media (as defined in Bylaw 0100) are a powerful and pervasive technology that affords students and employees the opportunity to communicate for school and work purposes, and to collaborate in the delivery of a comprehensive education. Federal law mandates that the District provide for the education of students regarding appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and regarding cyberbullying awareness and response. See School Board Policy 7540.03 – Student Technology Acceptable Use and Safety.

Instructional & Program Use

The District recognizes that employees may use social media for personal, as well as professional reasons. The District neither encourages nor discourages employees' use of social media for personal purposes. The District regulates employees' use of social media for purposes related to their District assignment to the same extent as it regulates any other form of employee communication in that regard. Staff may use social media for instructional or school-sponsored activities with prior written permission from the Superintendent or his/her designee (i.e., an assistant superintendent/principal). Student participation must follow KRESA policies, the Student Code of Conduct, and privacy laws. Parents/care givers may be asked to give consent or will have the option to opt out.

Communication with Students on Social Media

KRESA limits staff communication with students on social media to protect privacy and maintain professional boundaries. Only designated employees—or those authorized in writing by the Superintendent or his/her designee (i.e., an assistant superintendent/principal) —may communicate with students on social media platforms. Staff may only discuss district-related topics in these instances. All other staff are prohibited from communicating with students via social media unless given written permission.

These rules apply only to students currently enrolled in the district. Exceptions are allowed when a social relationship exists, such as with relatives or family friends. Staff should use district-approved tools for school-related communication and maintain professional standards in all interactions.

Professional Conduct

Employees and volunteers are expected to conduct themselves in a respectful, professional manner on district social media platforms. Posts must not contain content that is inappropriate, disruptive, or harmful to the school environment. Employees should communicate information that is known to be true and take steps to assure the validity and accuracy of the information published.

Social media use must not include confidential or personally identifiable information about students, staff, or volunteers without proper written consent. It also should not include confidential or proprietary information about KRESA.

Personal Use

Employee use of social media while on District property, during work hours, or while using District-owned devices must not interfere with District educational purposes or work performance and must not be used in any manner that violates this Policy or federal or state law.

Records and Retention

Posts and messages on district-approved accounts may be considered public or student records and must be maintained according to state law and KRESA's records policy. As such, KRESA will monitor posted comments to verify they are on-topic, consistent with the posted rules for use of the forum, and in compliance with the platform/site's applicable terms of service.

Policy Violations

Violating this policy or engaging in inappropriate online behavior may result in disciplinary action. This includes any social media activity that breaks the law, conflicts with district policy, or interferes with job duties.

Nothing in this policy is intended to restrict, interfere with, or otherwise limit the rights of employees to engage in protected concerted activity under the Public Employment Relations Act (PERA), the National Labor Relations Act (NLRA), or any other applicable federal or state law.