STAFF USE OF DIGITAL COMMUNICATIONS
AND ELECTRONIC DEVICES

The Governing Board recognizes how web-based and mobile technologies are fundamentally changing and enhancing communication as well as empowering the user. Social media technology can be a powerful and useful tool to enrich teaching and learning. The Governing Board encourages the appropriate use of social media and the modeling and teaching of 21st Century Skills to develop safe and smart digital citizens. The Board equally recognizes that the misuse of such technologies can be potentially harmful to students, employees, the District, and the community. Accordingly, the Governing Board requires all employees to adhere to adopted policies and to utilize digital communications and electronic devices in a professional manner.

There are many diverse and ever-changing social media sites available to educators for their professional use. While specific sites can overlap services and purposes, they may be categorized as:

- Social Networking Sites: facilitate connections and communications between people often based upon friendships, relationships, common interests or other categories. Examples of these would include *Facebook, Google+, and LinkedIn.*

- Content Sharing Sites: allow people to share content such as photographs, videos, documents and other media. Examples include *YouTube* and *Flickr*.

- Blogs and Forums: offer journal or diary entries. Examples include *WordPress, Edmodo, Wikis* and *Blogger*.

- Gaming Sites: offer the ability to communicate verbally and virtually with other gamers/participants.

- Social News Sites: allow people to post various news items or links to outside articles and then allow users to vote on the items. Examples include *Digg* and *Reddit.*

- Bookmarking Sites: allow people to save and organize links to other websites. Examples include *Delicious* and *StumbleUpon.*

- Micro-blogging: allow people to communicate using short updates of information. Examples include *Twitter, Remind101* and *Instagram.*

All staff:

- Are responsible for the content of their postings and links connected to their postings;

- Shall adhere to all Governing Board policies that could apply to social media including, but not limited to, the use of District technology, copyright laws, student rights, parent rights, the Family Educational Rights and Privacy Act (FERPA), staff ethics and staff-student relations;

- Shall ensure that email communication with parents and students is made through the District email system;

- Shall maintain a clear separation between *professional* social media interactions and *personal* interactions (e.g., a *school-related* Facebook page vs. a *personal* Facebook page);

- Shall not use District owned or provided technologies to endorse, promote or oppose a ballot issue or candidate;

- May use social media as a means to create safe and smart digital citizens through teaching and modeling of 21st Century Skills.

The Superintendent shall communicate this policy to all of the employees of the District at the beginning of the school year and to all newly hired employees as part of the hiring process and may develop other training for employees.

Adopted: _____

LEGAL REF.:   A.R.S. 15-341
                        15-514
CROSS REF.:   GBEA - Staff Ethics
                        GBEB - Staff Conduct
                        GBEBB - Staff Conduct with Students
                        GCQF - Discipline, Suspension, and Dismissal of Professional
                        Staff Members
                        GDQD - Discipline, Suspension, and Dismissal of Support
                        Staff Members
                        JIC - Student Conduct
                        JR – Student Records