

Procedure 5325-P(1): Employee Use of Social Media Sites, Including Personal Sites - Recommended Practices for Use of Social Media Sites, Including Personal Sites

Original Adopted Date: Last Reviewed Date:

Think Before Posting

Privacy does not exist in the world of social media, therefore the District recommends that employees consider what could happen if a post becomes widely known or how that may reflect on the poster, the District, or its patrons. Search engines can turn up posts years after they are created, and comments can be easily forwarded or copied. If you would not say it at a Board Meeting or to a member of the media or a colleague, consider the propriety of posting it online.

Be Respectful

Posts should be considered carefully in light of how they would reflect on the poster, colleagues, the District, and its students, patrons, and employees.

Remember Your Audience

Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes students, fellow employees, and peers. Consider this before publishing to ensure the post will not unnecessarily alienate, harm, or provoke any of these groups.

Contact with Students

Pursuant to the Code of Ethics for Idaho Professional Educators, individuals shall maintain a professional relationship with all students, both inside and outside of the classroom. In order to avoid the appearance of partiality or impropriety, all electronic communications with students should be through the official District e-mail or your work phone. Do not list current students as friends on social media sites, do not give students your personal e-mail address or phone number, and do not text students.

Keep Personal and Professional Use Separate

Staff members who decide to engage in personal social media activities will maintain separate professional and personal email addresses. Staff members will not use their District email address for personal social media activities. Such uses will be considered a violation of District policy and may result in disciplinary action. The District reserves the right to monitor communications transmitted and received through the District network. This may include social media messages and updates sent to a District e-mail account.

District Social Media Sites

Notify the District: Employees that have or would like to start a school social media page should contact their Superintendent or designee. All District pages must have an appointed employee who is responsible for content. Districts should outline the duties of the employee responsible for

the site, including how often the site must be checked for comments and who is allowed to post to the site. Superintendents should be aware of the content on the site, arrange for periodic monitoring of the site, and for the receipt and addressing of any complaints about the content on the site. The Superintendent reserves the right to shut down or discontinue the site if he or she believes it is in the best overall interest of the students.

Have a Plan: Districts should consider their messages, audiences, and goals as well as their strategy for keeping information on social media sites up to date, accurate, and in the best interest of the students.

Protect the District Voice: Posts on District affiliated social media sites should protect the District's voice by remaining professional in tone and in good taste. Carefully consider the naming of pages or accounts, the selecting of pictures or icons, compliance with District policy and State and federal laws with regard to student and employee confidentiality and the determination of content.

Legal References

IC § 18-6726

Idaho Executive Order

IDAPA 08.02.02.076

Other References

ISBA Policy Services

Description

TikTok Use by State Employees on a State-Issued Device Prohibited

2022-06

Code of Ethics for Idaho Professional Educators

Description

<https://www.idsba.org/member-services/policy/>

Cross References

Code

1405

3270

3270-P(1)

3270-F(1)

4170

5275

5330

Description

School Board Use of Email and Social Media

District-Provided Access to Electronic Information, Services, and Networks

District-Provided Access to Electronic Information, Services, and Networks - Acceptable Use of Electronic Networks

District-Provided Access to Electronic Information, Services, and Networks - INTERNET ACCESS CONDUCT AGREEMENT

District or School Operated Social Media

Adult Sexual Misconduct

Employee Electronic Mail and Online Services Usage

5330-F(1)	<u>Employee Electronic Mail and Online Services Usage - Employee Electronic Mail and Online Services Use Policy Acknowledgment</u>
5335	<u>Employee Use of Electronic Communications Devices (Alternatives)</u>
5335-F(1)	<u>Employee Use of Electronic Communications Devices (Alternatives) - MOBILE COMPUTING DEVICE AGREEMENT</u>