

BOARD POLICY

GAHC

PERSONNEL
DIGITAL COMMUNICATIONS

JUNE 17, 2024

Personal Use

Digital communication (including social networking) that occurs on District premises or involves the use of District equipment is governed by the Acceptable Use Policy and this Policy. This Policy also applies to digital communication that occurs off District premises and/or using non-District equipment.

Digital communication (including social networking) provides educational and other opportunities for staff and students. The Board of Education expects that staff and students who engage in digital communication will do so in a reasonable and appropriate manner. Specifically, digital communication between staff and students, or to which students reasonably may be exposed, should be professional and of the same content, tone and demeanor as in-school communication between staff and students. Similarly, digital communication between staff and parents, community members, and other adults, or to which staff members, parents, and community members reasonably may be exposed, should be professional.

Positive interactions, digital or otherwise, are encouraged among employees of Livonia Public Schools, recognizing that unprofessional communications may reflect poorly upon, and negatively impact the reputations of staff members, individual school communities, or the District as a whole. Staff members must be conscious of the public nature of their positions in the District and mindful of how their communications may be perceived by others. As they relate to students, parents, families, colleagues, community members, and/or the District generally, staff members' comments made online (including those posted to personal social media accounts) that are harassing, defamatory, inclusive of confidential student information, or disruptive to the educational environment, and are not otherwise protected by law, may be addressed directly by the District as an employment action ranging from consultation to disciplinary action.

Public Use

The District's social media, to the extent it is open to the public for use, collectively constitutes a limited public forum. All comments and postings on District social media are subject to monitoring and, where permitted, removal by the District.

Public posts or comments on District social media must address District business and, where applicable, the particular District business under discussion. The District reserves the right to remove comments or postings by members of the public when the District determines that the content (including links to such content) falls under any of the following prohibited categories:

- Off-topic (e.g., a post unrelated to District business, a comment to a District Related post that is unrelated to the post, spam, content that is incoherent or contains a virus, etc.)

- Abusive (e.g., threatening, harassing, discriminatory against protected classes, personal attacks, etc.)
- Illegal (e.g., defamation, promotion of violence/destruction or illegal activities, etc.)
- Obscenity, vulgarity, profanity, or sexually explicit or pornographic
- Campaigning, whether in support of or opposition to political campaigns, candidates, or ballot measures
- Content that may compromise the safety or security of the District, its community, or members of the public
- Content that contains personal identifying information or sensitive personal information (e.g., doxing)
- Commercial information (e.g., solicitation, advertisement, product/service endorsement, etc.)
- Copyrighted, trademarked, or otherwise legally-protected content the posting of which violates another's ownership interest

Users who repeatedly or egregiously violate the content-related guidelines in this policy may be banned from posting and/or commenting on the District's social media (e.g., multiple off-topic posts or a single instance of posting a link to a pornographic video, etc.).