

Recommendation: It is my recommendation (Natasha) that we sunset policy 634. The vast majority of the language of this policy is covered in policy 524 (as well as a few other district policies). There is no MSBA policy that matches what we have here. It appears this policy was originally designed to meet the needs of employees; however, employees are also covered in 524. I would propose one of the following options:

1. Sunset policy 634 and move appendices to 524. This would ensure these policies entirely align.
2. Keep policy 634 but remove any and all duplicate information. This would leave essentially two sections - VIII. Guest Access and Internet Use and IV.A. Use of Email.
3. Postpone bringing 524 to the board for action and spend more time creating two separate policies with distinct focuses.

For the purposes of the policy committee I will add comments on my findings after comparing policy 524 and 634. I am also [linking our original policy comparison document](#). Please note, this was complete prior to the most recent revisions to Policy 524, but it may provide some context.

## **Education Programs**

### **Electronic Technologies Acceptable Use**

#### **I. Purpose**

This policy sets forth parameters and guidelines for access to the school district's electronic technologies, use of personal electronic devices within the district, electronic communications, use of the district's network, Internet, and social networking tools.

#### **II. General Statement of Policy**

Technology is one of many learning tools. The use of technology needs to be safe, appropriate, and aligned with the mission of the district. Access to the district's computer network and Internet enables students and employees to explore libraries, databases, web pages, other online resources, and connect with people around the world. The district expects its instructional staff to blend safe and thoughtful use of the district's computer network, educational technologies and the Internet throughout the curriculum, providing guidance to students.

#### **III. Educational Uses**

Use of the [school](#) district's electronic technologies is for educational purposes. Students and employees are expected to use electronic technologies to further the

district's educational mission, goals, and strategic direction. Students and employees are expected to use the district's electronic technologies to support classroom activities, educational research, or professional enrichment.

Use of the district's electronic technologies is a privilege, not a right. The district's network, an educational technology, is a limited forum; the district may restrict speech for educational reasons.

#### IV. Guidelines in Use of Electronic Technologies

- A. Electronic technologies are assets of the school district and are protected from unauthorized access, modification, destruction, or disclosure. Use of personal devices, while on district property, is subject to all policies and guidelines, as applicable, plus any state and federal laws related to Internet use, including copyright laws.
- B. The district reserves the right to monitor, read, or copy any item on or using the district's electronic technologies, including its network.
- C. ~~Students and employees will not vandalize, damage, or disable any electronic technology or system used by the district.~~ Users will not use the district system to vandalize, damage, or disable the property of another person or organization, will not make deliberate attempts to degrade or disrupt equipment, software, or system performance by spreading computer viruses or by any other means, will not tamper with, modify, or change the district system software, hardware, or wiring, or take any action to violate the district's security system, and will not use the district system in such a way as to disrupt the use of the system by other users.
- D. By authorizing use of the district system, the district does not relinquish control over materials on the system or contained in files on the system. Users should not expect privacy in the contents of personal files on the district system.
- E. Routine maintenance and monitoring of electronic technologies, including the district network, may lead to a discovery that a user has violated this policy, another ~~school~~-district policy, or the law.

#### V. Unacceptable Uses of Electronic Technologies and District Network

Misuse of the ~~school~~ district's electronic technologies may lead to discipline of the offending employee or student. The following uses of ~~school~~ district electronic technologies while either on/off district property and/or personal electronic technologies while on district property and district network ("electronic technologies") are considered unacceptable:

- A. Users will not use electronic technologies to create, record, access, review, upload, download, complete, store, print, post, receive, link, transmit, or distribute:

1. Pornographic, obscene, or sexually explicit material or other visual depictions;
  2. Obscene, abusive, profane, lewd, vulgar, rude, inflammatory, threatening, disrespectful, or sexually explicit language or images;
  3. Materials that use language or images that are inappropriate in the education setting or disruptive to the educational process;
  4. Materials that use language or images that advocate violence or discrimination toward other people or that may constitute harassment, discrimination, or threatens the safety of others;
  5. Orders for shopping online during time designated as work or academic time by the district; and
  6. Storage of personal photos, videos, music, or files not related to educational purposes for any length of time.
- B. Users will not use electronic technologies to knowingly or recklessly post, transmit, or distribute false or defamatory information about a person or organization, or to harass another person, or to engage in personal attacks, including prejudicial or discriminatory attacks.
- C. Users will not use electronic technologies to engage in any illegal act or violate any local, state, or federal laws.
- D. Users will not use electronic technologies for political campaigning.
- E. Users will not use electronic technologies to vandalize, damage, or disable the property of another person or organization. Users will not make deliberate attempts to degrade or disrupt equipment, software, or system performance by spreading computer viruses, engaging in “spamming,” or by any other means users will not tamper with, modify, or change the district system software, hardware, or wiring, or take any action to violate the district’s security system. Users will not use the district’s electronic technologies in such a way as to disrupt the use of the system by other users.
- F. Users will not use electronic technologies to gain unauthorized access to information resources or to access another person’s materials, information, or files without the direct permission of that person.
- G. Users must not deliberately or knowingly delete a student or employee file.
- H. Users will not use electronic technologies to post information in public access areas regarding private or confidential information about another person. Private or confidential information is defined by school board policy, state law, and federal law.

1. This paragraph does not prohibit the posting of employee contact information on district web pages. Refer to Policy 515 (Protection and Privacy of Student Records) for direction on directory information for students and how this can be used.
  2. This paragraph does not prohibit communications between employees and other individuals when such communications are made for legitimate education reasons or personnel-related purposes (i.e., communications with parents or other staff members related to students).
  3. This paragraph specifically prohibits the use of electronic technologies to post private or confidential information about another individual, employee, or student, on social networks.
- I. Users will not repost or resend a message that was sent to the user privately without the permission of the person who sent the message.
  - J. Users will not attempt to gain unauthorized access to the district's electronic technologies or any other system through electronic technologies, attempt to log in through another person's account, or use computer accounts, access codes, or network identification other than those assigned to the user. Users must keep all account information and passwords private.
  - K. Messages and records on the district's electronic technologies may not be encrypted without the permission of the ~~D~~irector of ~~M~~edia and ~~T~~echnology ~~S~~ervices.
  - L. Users will not use electronic technologies to violate copyright laws or usage licensing agreements:
    1. Users will not use another person's property without the person's prior approval or proper citation;
    2. Users will not download, copy, or exchange pirated software including freeware and shareware; and
    3. Users will not plagiarize works found on the Internet or other information resources.
  - M. Users will not use electronic technologies for unauthorized commercial purposes or financial gain unrelated to the district's mission. Users will not use electronic technologies to offer or provide goods or services or for product placement.
  - N. Use of Unmanned Airborne Vehicles (UAV's) or drones is prohibited on ~~school~~ ~~district~~ property without prior approval of the ~~D~~irector of ~~M~~edia and ~~T~~echnology ~~S~~ervices or ~~S~~uperintendent.

## VI. User Notification

Users will be notified of school district policies relating to Internet use. This notification must include the following:

- A. Notification that Internet use is subject to compliance with district policies.
- B. Disclaimers limiting the district's liability relative to:
  - 1. Information stored on district ~~disks~~ cloud services, drives, or servers.
  - 2. Information retrieved through district computers, networks, or online resources.
  - 3. Personal property used to access district computers, networks, or online resources.
  - 4. Unauthorized financial obligations resulting from use of district resources or accounts to access the Internet.
- C. A description of the privacy rights and limitations of district sponsored or managed Internet accounts.
- D. Notification that the collection, creation, reception, maintenance, and dissemination of data via the Internet, including electronic communications, is governed by Policy 406; (Public and Private Personnel Data), and Policy 515; (Protection and Privacy of Student Records).
- E. Notification that should the user violate the district's acceptable use policy, the user's access privileges may be revoked, academic sanctions may result, school disciplinary action may be taken, and/or appropriate legal action may be taken.
- F. Notification that all provisions of the acceptable use policy are subordinate to local, state, and federal laws.
- G. Family Notification
  - 1. Notification that the district uses technical means to limit student Internet access; however, the limits do not provide a foolproof means for enforcing the provisions of this acceptable use policy.
  - 2. Notification that goods and services can be purchased over the Internet that could potentially result in unwanted financial obligations, and that any financial obligation incurred by a student through the Internet is the sole responsibility of the student or the student's parents/guardians.

## VII. Students

### A. Internet Use Agreement

1. The proper use of the Internet and educational technologies and the educational value to be gained from proper usage is the joint responsibility of students, parents/guardians, and employees of the school district.
2. This policy requires the permission of and supervision by the ~~school's~~ district's designated professional staff before a student may use a district account or educational technologies to access the Internet.
3. The Internet use agreement form (see Appendix I) for students must be read and signed by the student and/or the parent/~~or~~ guardian. The agreement must be signed in order to be granted access to the Internet via the district network. This policy requires that the signed, up-to-date form be retained electronically or physically.
4. A physical or electronic signature is required annually.
5. Students have access to Internet resources while on district property.
6. Students using social networking tools and curriculum content management software for a teacher's assignment are required to keep personal information as stated above out of their postings (see Section V.H).
7. Students using educational technologies for social networking are limited to educational purposes and must follow the Online Code of Ethics (Appendix II) and Policy 514; (Bullying Prohibition).

B. Parent/Guardian Responsibility; Notification of Student Internet Use

Outside of school, parents/guardians bear responsibility for the same guidance of Internet use as they exercise with other technology information sources. Parents/guardians are responsible for monitoring their student's use of the district system and district educational technologies, even if the student is accessing the district system from home or a remote location.

VIII. Guest Access and Internet Use

- A. Guest access to the school district's open wireless network is provided as a service to the community, and is subject to all district policies and guidelines, plus any state and federal laws related to Internet use, including copyright laws. See Appendix VII, Personal Device Access.
- B. Guest access provides limited bandwidth, filtered for the following services:
  1. Web access (http and https)
  2. Email services (pop, imap)
  3. Virtual private network services (VPN)

- C. Limited technical support is provided for guest access and is identified in the service level agreement found on the district technology website.

## IX. Employees

### A. Use of Email

The school district provides access to electronic mail for district communication between district employees and students, families, and community.

1. The email system will not be used for outside business ventures or other activities that conflict with [school](#) board policy.
2. All emails received by, sent through, or generated by computers using the district network are subject to review by the district.
3. Appropriate language must be used when communicating using the district email system or network.
4. All emails are assumed to be documents that can be disclosed to the public unless the content of the email is protected as private or confidential information under data privacy laws. All information contained in an email must be treated in accordance with Policy 406; (Public and Private Personnel Data), and Policy 515; (Protection and Privacy of Student Records), regarding student and employee data privacy.
5. All emails to a student's parents/guardians about a student must adhere to the following precautions:
  - a. Do not use email to communicate about confidential student information unless the parent/~~or~~ guardian has requested the communication.
  - b. Do not put information in an email that you would not put on district letterhead.
  - c. Emails containing student information should be sent to the parent/~~or~~ guardian's personal email address unless requested otherwise.
  - d. A phone call is the means for sharing confidential student information. Do not leave voicemail messages containing confidential information.
6. Employees will not provide access to their email accounts to other users, with the exception of district technology staff.
7. All emails should include the employee's name and telephone number at the bottom of the email.
8. It is recommended that electronic mail contain a confidentiality notice, similar to the following:

*If the information in this email relates to an individual or student, it may be private data under state or federal privacy laws. This individual private data should not be reviewed, distributed or copied by any person other than the intended recipient(s), unless otherwise permitted under law. If you are not the intended recipient, any further review, dissemination, distribution, or copying of this electronic communication or any attachment is strictly prohibited. If you have received an electronic communication in error, you should immediately return it to the sender and delete it from your system.*

9. Employees will report inappropriate emails to the media specialist, the employee's supervisor, or the ~~D~~irector of ~~M~~edia and ~~T~~echnology ~~S~~ervices.
10. Emails having content governed by the district's record retention schedule must be kept in accordance with the retention schedule [adopted pursuant to Policy 719 \(Records Retention\)](#).

#### B. Use of Electronic Technologies

1. Electronic technologies are provided primarily for work-related, educational purposes.
2. Inappropriate use of electronic technologies includes, but is not limited to:
  - a. Posting, viewing, downloading, recording, or otherwise receiving or transmitting offensive, defamatory, pornographic, or sexually explicit materials;
  - b. Posting, viewing, downloading, recording, or otherwise receiving or transmitting materials that use language or images that advocate violence or discrimination toward other persons;
  - c. Posting, viewing, downloading, recording, or otherwise receiving or transmitting material that may constitute harassment or discrimination contrary to district policy ~~and~~ or state ~~and~~ or federal law;
  - d. Engaging in computer hacking or other related activities;
  - e. Attempting to, actually disabling, or compromising the security of information contained on the district network or any computer; and
  - f. Engaging in any illegal act in violation of any local, state, or federal laws.
3. Employees may participate in public Internet ~~discussion~~ groups using the electronic technologies, but only to the extent that the participation:
  - a. Is work-related;



- b. Does not reflect adversely on the district;
  - c. Is consistent with district policy; and
  - d. Does not express any position that is, or may be interpreted as, inconsistent with the district's mission, goal, or strategic plan.
4. Employees may not use the district network or electronic technologies to post unauthorized or inappropriate personal information about another individual on social networks.
  5. Employees will observe all copyright laws. Information posted, viewed, or downloaded from the Internet may be protected by copyright. Employees may reproduce copyrighted materials only in accordance with Policy 622- (Copyright Policy).
  6. All files downloaded from the Internet must be checked for possible computer viruses. The district-authorized virus checking software installed on each district computer will ordinarily perform this check automatically; however, employees should contact a district media specialist, the technology department, or the district's ~~D~~director of ~~M~~media and ~~T~~technology ~~S~~services before downloading any materials for which the employee has questions.

#### C. Employee Responsibilities

1. Employees who are transferring positions or leaving positions must leave all work-related files and electronic technologies, including form letters, handbooks, databases, procedures, and manuals, regardless of authorship, for their replacements.
2. Individual passwords for computers are confidential and must not be shared.
  - a. If an employee's password is learned by another employee, the password should be changed immediately.
  - b. An employee is responsible for all activity performed using the employee's password.
  - c. No employee should attempt to gain access to another employee's documents without prior express authorization.
  - d. An active ~~terminal~~ device with access to private data must not be left unattended and must be protected by password protected screen savers.
3. Employees are expected to use and access technology necessary to perform the duties of their position.

4. Employees who fail to adhere to district policy are subject to disciplinary action in accordance with their collective bargaining agreement or contract. Disciplinary action may include suspension or withdrawal of Internet or email access, payment for damages or repair, termination, and/or referral to civil or criminal authorities for prosecution.

## X. District Web Presence

The school district website provides information and a venue for communications with students, employees, parents/guardians, and the community.

### A. District Website

1. The district will establish and maintain a website. The website will include information regarding the district, its schools, district curriculum, extra-curricular activities and community education.
2. The district webmaster will be responsible for maintaining the district website and monitoring district web activity.
3. All website content will support and promote the district's mission, goals, and strategic direction.
4. The district's website will provide parents/guardians with a web portal to classroom-related calendars, grades, attendance, assignments and resources.
5. The district designee will make adequate efforts to ensure the student population is accurately represented in images, media, and content curation on the district website.

### B. School Website

1. Each school will establish and maintain a website. The website will include information regarding the school, its employees, and activities.
2. The principal will appoint staff, who will be responsible for maintaining the school's website.
3. All website content will support and promote the district's mission, goals, and strategic direction.
4. Each school's website will provide parents/guardians with a web portal to classroom-related calendars, grades, attendance, assignments, and resources.

5. The school designee will make adequate efforts to ensure the student population is accurately represented in images, media, and content curation on the school website.

#### C. Classroom and Teacher Web Content

1. If a teacher establishes a ~~web page~~ [webpage](#), ~~he or she is~~ [they are](#) responsible for maintaining the ~~web page~~ [webpage](#).
2. ~~All classroom and teacher web pages~~ [webpages](#) ~~must be linked to a school website.~~

#### D. Student Web Content

1. Students may create ~~web pages~~ [webpages](#) as part of classroom activities with teacher supervision.
2. Student ~~web pages~~ [webpages](#) must follow the Online Code of Ethics; (Appendix II) and include the following notice: "This is a student-produced ~~web page~~ [webpage](#). Opinions expressed on this page are not attributable to the district."
3. The classroom teacher will monitor all student-produced web content and remove inappropriate material.
4. A classroom teacher or advisor will review student-produced ~~web pages~~ [webpages](#) to determine if the contents should be removed at the conclusion of the course grading period; or activity.

#### E. Department and Non-Instructional Web Content

1. Departments and non-instructional programs may also create web content, including ~~web pages~~ [webpages](#) to support their departments or programs.
2. The establishment of ~~web pages~~ [webpages](#) must be approved by the program administrator.
3. Once established, the individual departments or programs must appoint an employee(s) who will maintain the ~~web page~~ [webpage](#).

#### F. District Activity Web Content

1. With the approval of the building principal, a school board-approved district activity may establish a ~~web page~~ [webpage](#).
2. All ~~web page~~ [webpage](#) content will support the activity and the district's mission, goals, and strategic direction.

3. ~~The building principal and their designee will oversee the content of these web pages~~ [webpages](#).
4. ~~School~~ [Board](#)-approved district activities' ~~web pages~~ [webpages](#) must include the following notice: "This is an organization-produced ~~web page~~ [webpage](#). Opinions expressed on this page are not attributable to the district."

## XI. Records Management and Archiving

All technological data is data under the Minnesota Government Data Practices Act, the Family Educational Rights and Privacy Act, Records Retention Schedule, and school board policy.

## XII. Filter

- A. With respect to any of its computers with Internet access, and personal devices accessing the school district network, the district will follow the guidelines provided by the Children's Internet Protection Act, and will monitor the online activities of users and employ technology protection measures during any use of such computers by users. The technology protection measures utilized will block or filter Internet access to any visual depictions that are:
  1. Obscene;
  2. Child pornography; or
  3. Harmful to minors.
- B. The term "harmful to minors" means any picture, image, graphic image file, or other visual depiction that:
  1. Taken as a whole and with respect to minors, appeals to a prurient interest in nudity, sex, or excretion; or
  2. Depicts, describes, or represents, in a patently offensive way with respect to what is suitable for minors, an actual or simulated sexual act or sexual contact, actual or simulated normal or perverted sexual acts, or a lewd exhibition of the genitals; and
  3. Taken as a whole, lacks serious literary, artistic, political, or scientific value as to minors.

## XIII. Liability

Use of the school district's educational technologies is at the user's own risk. The system is provided on an "as is, as available" basis. The district will not be responsible for any damage users may suffer. The district is not responsible for the accuracy or quality of any advice or information obtained through or stored on the

~~school~~ district system, nor is it responsible for damages or injuries from improper communications or damage to property used to access ~~school~~ district computers and online resources. The district will not be responsible for financial obligations arising through unauthorized use of the district's educational technologies or the Internet.

By this language, as a public governmental entity, the indemnity clause of ~~Facebook's (and other social networking sites)~~ any social networking site's Statement of Rights and Responsibilities is nullified.

#### XIV. Implementation; Policy Review

- A. The school district administration may develop appropriate user notification forms, guidelines, and procedures necessary to implement this policy for submission to the school board for information. These guidelines, forms and procedures will be an addendum to this policy.
- B. The administration will revise the user notifications, including student and parents/guardians notifications, if necessary, to reflect the adoption of these guidelines and procedures.
- C. The district educational technologies policy is available for review by parents/guardians, employees, and members of the community.
- ~~D. Due to the rapid evolution in educational technologies, the school board will conduct an annual review of this policy.~~

#### Legal References:

[Minn. Stat. Ch. 13 \(Minnesota Government Data Practices Act\)](#)  
15 U.S.C. § 6501 *et seq.* (Children's Online Privacy Protection Act)  
17 U.S.C. § 101 *et seq.* (Copyrights)  
[20 U.S.C. § 1232g \(Family Educational Rights and Privacy Act\)](#)  
20 U.S.C. § 6751 *et seq.* (Enhancing Education Through Technology Act of 2001)  
47 U.S.C. § 254 (Children's Internet Protection Act)  
47 C.F.R. § 54.520 (FCC rules implementing CIPA)  
Minn. Stat. § 121A.031 (School Student Bullying Policy)  
Minn. Stat. § 125B.15 (Internet Access for Students)  
Minn. Stat. § 125B.26 (Telecommunications/Internet Access Equity Act [Aet Aid](#))  
*Tinker v. Des Moines Indep. Cmty. Sch. Dist.*, 393 U.S. 503 (1969)  
*United States v. American Library Association*, 539 U.S. 194 (2003)  
*Tatro v. Univ. of Minnesota*, 800 N.W.2d 811 (Minn. App. 2011), [aff'd on other grounds 816 N.W.2d 509 \(Minn. 2012\)](#)  
*Layshock v. Hermitage Sch. Dist.*, 650 F.3d 205 (3rd Cir. 2011)  
*J.S. v. Bethlehem Area Sch. Dist.*, 807 A.2d 847 (Pa. 2002)

#### Cross References:

Policy 403 (Discipline, ~~Suspension and Dismissal~~ of School District Employees)  
 Policy 406 (Public and Private Personnel Data)  
[Policy 413 \(Harassment and Violence Prohibition, Students and Employees\)](#)  
~~Policy 505 (Distribution of Nonschool Sponsored Materials on School Premises by Students and Employees)~~  
 Policy 506 (Student [Conduct and](#) Discipline)  
 Policy 514 (Bullying Prohibition)  
 Policy 515 (Protection and Privacy of Student Records)  
[Policy 524 \(Internet Acceptable Use and Safety Policy\)](#)  
 Policy 622 (Copyright Policy)  
[Policy 719 \(Records Retention\)](#)  
[Policy 904 \(Distribution or Display of Materials on School District Property by Nonschool Nondistrict Persons or Organizations\)](#)

Policy		INDEPENDENT SCHOOL DISTRICT <a href="#">NO. 273</a>
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revised:	11/13/17	
revised:	9/24/18	
updated:	4/20/20	
updated:	8/8/22	

## STUDENT ONLINE ACCEPTABLE USE CONSENT FORM

### Student

By signing below, I agree to follow Edina Public Schools' Electronic Technologies Acceptable Use policy. I understand that my use of the network is a privilege and requires proper online etiquette **responsibility**. I further understand that misuse of the network will result in disciplinary action.

Student Name (PRINT) \_\_\_\_\_

Student I.D. Number \_\_\_\_\_

(MIDDLE SCHOOLS AND HIGH SCHOOL ONLY)

Student Signature \_\_\_\_\_

(MIDDLE SCHOOLS AND HIGH SCHOOL ONLY)

Address \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

School Building \_\_\_\_\_

### Parent or Guardian

I give permission for my child to have access to the Internet using the district's computer network. I also understand that some material accessible through the interconnected systems may be inappropriate for school-age students. I agree to defend, indemnify, and hold harmless Edina Public Schools from any and all claims arising out of or related to the use of this interconnected computer system. I further understand that I have the right to withdraw my approval in writing at any time.

☐ Approved

☐ Disapproved

Parent/Guardian Name (PRINT) \_\_\_\_\_

Signature of Parent/Guardian \_\_\_\_\_

Date \_\_\_\_\_

*This form ~~can~~ **should** be completed electronically through the online portal, or return this form to your school.*

## ONLINE CODE OF ETHICS

In the Edina Public Schools, it is important to use information and technology in safe, legal, and responsible ways. At the same time, the [school](#) district has a desire for our students to leave our system with a “positive digital footprint,” so that employers and post-secondary institutions can see the great work that they have done. We embrace these conditions as facets of being a digital citizen and strive to help students develop a positive digital footprint.

1. Students accessing or using electronic products, including but not limited to blogs, wikis, podcasts, Google ~~applications~~ [workspace](#), and district learning management systems for student assignments are required to keep personal information out of their postings.

At the high school level, parents/guardians may opt to allow their students to utilize their full name in order to increase their positive digital footprint when publishing to an authentic audience.

2. Students will select online names that are appropriate and will consider the information and images that are posted online at an age-appropriate level.
3. Students will not log in to the network, devices, or other educational technologies as another classmate.
4. Students using electronic tools will treat these tools as a classroom space. Speech that is inappropriate for class is not appropriate on electronic tools. Students are expected to treat others and their ideas online with respect.
5. Assignments on electronic tools are like any other assignment in school. Students, in the course of completing the assignment, are expected to abide by policies and procedures in the student handbook, including those policies regarding plagiarism, academic ~~dishonesty~~ [integrity](#), and acceptable use of technology.
6. Student blogs, webpages, and other content creation tools are to be a forum for student expression; however, they are first and foremost a tool for learning. The district may restrict speech for valid educational reasons as outlined in [school](#) board policy.
7. Students will not use the Internet, in connection with the teacher assignments, to harass, discriminate, bully, or threaten the safety of others. If students receive a comment on an electronic tool used in school that makes them feel uncomfortable or is not respectful, they must report this to a teacher, and must not respond to the comment. Student conduct that occurs off-campus, but has a connection to the school environment, may form the basis for school discipline. This specifically includes activities that occur off-campus over the internet, on social media, or through other communications.
8. Students accessing electronic tools from home or school, using school equipment, will not download or install any software without permission, and [will](#) not click on ads or [unknown links](#). ~~competitions~~.
9. Students should be honest, fair, and ~~courageous~~ [show integrity](#) in gathering, interpreting, and expressing information for the benefit of others. Always identify sources and test the accuracy of information from all sources.



10. Students will treat information, sources, subjects, colleagues, and information consumers as people deserving of respect. Gathering and expressing information should never cause harm or threaten to be harmful to any person or group of people. Students will gain permission from students or staff who are the focus of their research, recording, or content creation.
11. Students are accountable to their readers, listeners, and viewers, and to each other. Admit mistakes and correct them promptly. Expose unethical information and practices of others.
12. Users will not repost or resend content that was sent to the user privately without the permission of the person who created the content.
13. ~~School~~ Board policies concerning acceptable use of electronic technology include the use of these electronic tools for school activities ([Policy 524 - Internet Acceptable Use and Safety](#), [Policy 622 - Copyright Policy](#), and [Policy 634 - Electronic Technologies Acceptable Use](#)).
14. Failure to follow this code of ethics will result in academic sanctions and/or disciplinary action.

Revised: 9/24/12  
Modified: 11/13/17  
Reviewed: 4/20/20  
Revised: 8/8/22

## **GUIDELINES FOR EMPLOYEE'S PERSONAL USE OF SOCIAL NETWORKING**

The decision to use online social networking for personal use is at the employee's discretion. The school district does not affirmatively monitor employee use of non-district, online social networking tools if the employee is not using district electronic technologies; however, the district may take appropriate action when it becomes aware of, or suspects, conduct or communication on an online social media site that adversely affects the workplace or violates applicable professional codes of ethics. These guidelines are for employees engaging in social networking for personal use.

1. When using your personal social networking sites, refrain from fraternization with students.
2. Ensure that social networking postings are appropriate for the public.
3. Weigh whether a posting will put your effectiveness as an employee at risk.
4. Use caution with regard to exaggeration, profanity, guesswork, copyrighted materials, legal conclusions, and derogatory comments.
5. Ensure compliance with data privacy laws and district policies. Employees will be held responsible for inappropriate disclosure, whether purposeful or inadvertent.
6. Respect your coworkers and students. Do not discuss students, their families, or coworkers.
7. Student images obtained from your employment with the district should not be included on personal social networking sites.
8. Set privacy settings carefully to ensure that you know who has access to the content on your social networking sites.
9. If the public may consider your statements to be made in your capacity as a district employee, you may want to include "This posting is my own and does not represent the view of Edina Public Schools." An employee in a leadership role in the district, by virtue of their position, must consider whether personal thoughts ~~he or she~~ they publishes will be attributed to the district. The use of the aforementioned phrase does not preclude the employee from disciplinary action.
10. Social media identifications, login identifications, and user names must not contain the district's name or logo without prior written permission from (1) the ~~D~~irector of ~~M~~edia and ~~T~~echnology ~~S~~ervices and (2) the ~~D~~irector of ~~M~~arketing and ~~C~~ommunications.

Revised: 9/24/12

Reviewed: 4/20/20

Revised: 8/8/22

## **GUIDELINES FOR CLASSROOM USE OF SOCIAL MEDIA TOOLS**

~~The district provides teachers with password-protected, online social media tools that can be used for instruction. teacher~~ **Staff members** may also elect to use other social media tools for the purpose of instruction in accordance with Policy 634 (Electronic Technologies Acceptable Use) and its appendices.

### **A. District Online Social Media Tools**

1. Content and use must adhere to district policies and guidelines.
2. The platform for instruction must indicate that views expressed on the social media site are that of the employee or student, and do not necessarily reflect the views of Edina Public Schools.
3. The ~~teacher~~ **staff member** must not disclose information on any online social media site that is district property, protected by data privacy laws, or in violation of copyright.

### **B. Non-district Social Media Tools**

1. If a ~~teacher~~ **staff member** elects to use a non-district social media tool, the ~~teacher~~ **staff member** must build a separate page in that social media tool from their personal online presence.
2. Content and use must adhere to district policies and guidelines.
3. Content and use must not violate the “terms of service” for the social media tool.
4. The platform for instruction must indicate that views expressed on the social media site are that of the employee or student, and do not necessarily reflect the views of Edina Public Schools.
5. The ~~teacher~~ **staff member** must not disclose information on any online social media site that is district property, protected by data privacy laws, or in violation of copyright.
6. The platform must not use official district or school logos without the permission of (1) the ~~D~~**d**irector of ~~M~~**m**edia and ~~T~~**t**echnology ~~S~~**s**ervices and (2) the ~~D~~**d**irector of ~~M~~**m**arketing and ~~C~~**c**ommunications.

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## **GUIDELINES FOR SCHOOL OR DISTRICT USE OF SOCIAL MEDIA TOOLS**

Individual schools and departments may choose to establish an official presence on public online social media sites with prior administrative approval. A request must contain the following information:

1. Sponsoring school or department;
2. Proposed social media site or other location;
3. Purpose of site, which cannot be served by the current district website;
4. Plan on how to comply with district policies and record retention requirements;
5. Description and primary use of site;
6. Plan for monitoring site, addressing policy violations, and ensuring current content; and
7. Designee for maintaining the site.

The request should be submitted to the ~~D~~irector of ~~M~~edia and ~~T~~echnology ~~S~~ervices. Written approval or denial will be provided to the school or department. If the request is denied, the school or department may request reasons for the denial in writing.

If the request is approved, the school or department must submit to the ~~D~~irector of ~~M~~edia and ~~T~~echnology ~~S~~ervices, within two weeks of developing the site, the name of the person(s) who will manage the site and the login information for the site. When a presence is established, the sponsoring school or department is responsible for keeping the site current and monitoring the content of the site.

Sites may be linked from the official district website. All sites must comply with web publishing guidelines found in Policy 634 ([Electronic Technologies Acceptable Use](#)) and record retention requirements [under Policy 719 \(Records Retention.\)](#).

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## GUIDELINES FOR DISTRICT SOCIAL MEDIA PAGES

The [school](#) district's social media presence creates an accessible communications outlet, providing district news, facilitating district-related discussion by the community, and guiding viewers to departmental websites at [www.edinaschools.org](http://www.edinaschools.org). These guidelines are used in conjunction with Policy 634 (Electronic Technologies Acceptable Use) and all other district policies.

### Establishment of Page

1. The district will include on its social media page, in a prominent location, a link to the Edina Public Schools' website, as well as contact information for the district.
2. The district will include language regarding limitation on comments and posts by its users:

Any comments/posts viewed as inappropriate or offensive are subject to removal without notice. These comments/posts include, but are not limited to, commercial solicitations; factually erroneous/libelous information; vulgarity or obscenity; personal attacks of any kind; political support or opposition to any candidate or political measure; offensive comments that target or disparage any group/person; violations of district policy; or discussions not related to the district.

3. The district will include language regarding compliance with data practices and records retentions under Minnesota law:

Social media pages are intended to serve as a mechanism for communication between the public and Edina Public Schools. Any comments submitted to pages, and its list of ~~fans~~ [followers or subscribers](#), are public records subject to disclosure and retention pursuant to Minnesota law. Public disclosure requests must be directed to Edina Public Schools.

4. The communications department will be responsible for monitoring the district social media pages, including content and comments, to ensure compliance with guidelines for use as posted on the social media pages.

### Postings

The district will provide balance in topics shared on its social media pages. District posts will highlight information relevant to and of interest to the community as a whole. Postings may also include prompts or questions relevant to the work and mission of the district that are intended to engage the community in the work of the district. Suggestions for posts should be submitted to the ~~D~~irector of ~~M~~arketing and ~~E~~communications.

### Personal Device Access

Users of personal devices connecting to Edina-Open must abide by Edina Public Schools' [Policy 634](#) (Electronic Technologies Acceptable Use)~~Policy (Board Policy 634)~~. Though guests may use their personal device and expect some aspects of privacy, use of ~~our~~ [the school district's](#) network and systems have the following expectations:

1. Use at your own risk. Use of the Edina Public Schools network is at the device owner's discretion and therefore ~~Edina Public Schools~~ [the district](#) is not responsible for any loss, damage or adverse effects that may occur to a device while on ~~our~~ [the district](#) network.
2. Devices need to be registered. All non-district devices connected to the Edina Public Schools network need to be registered. In the event of a security incident, personal devices may be disconnected without notice. No support for remediation of security incidents (e.g., malware) will be available, and devices will remain disabled from ~~our~~ [the district](#) network until fixed.
3. The Edina Public Schools network is monitored. For security purposes and ~~following~~ [pursuant to](#) federal law, the district has implemented monitoring of ~~our~~ [the district](#) network. Personal devices connected to ~~our~~ [the district's](#) network will also be monitored for access, times, network content, and known security vulnerabilities. This information may be recorded, and is subject to audit.
4. The Edina Public Schools networks are filtered. Known inappropriate and/or malicious sites, and many non-instructional sites, are blocked. Use of the district network and systems requires that owners of personal devices adhere to legal and ethical conduct, and refrain from attempting to access blocked content.
5. Expectation of privacy. Access to the contents of personal devices is governed by local and federal laws. However, while accessing the Edina Public Schools network, systems, and buildings, there is not a right to privacy of any content, and as such, may be monitored for inappropriate or illegal activities.
6. Edina Public Schools reserves the right to maintain records of usage. ~~Edina Public Schools~~ [The district](#) may immediately terminate the privilege to use the Edina Public Schools network should it become aware that the network is being used for inappropriate or illegal activities. The district reserves the right to take appropriate action in the event inappropriate or illegal activities are discovered on ~~our~~ [the district](#) systems or network.