

Adopted: February 20, 2018

## **SOCIAL MEDIA POLICY**

### **I. Purpose**

Social media plays an ever-increasing role in today's society. This policy serves to clarify which uses of technology and social media are inappropriate in the school setting.

### **II. Definitions**

*Technology*- Electronic appliances or machinery used as a communication tool; including but not limited to: cell-phones, computers, laptops, tablets, SMART watches, recording devices.

*Social Media*- A public platform enabling users to create and share content and participate in social networking.

*Approved Social Media Sites*- District specific pages on social media platforms that have been approved by administration, used for the purpose of communicating with parents/guardians; including but not limited to: blogs, Moodle, Seesaw, class websites, Facebook, and Twitter.

### **III. General Statement of Policy**

- A. Images, recordings, and other identifiable data involving students engaging in school sponsored activities may only be posted on approved social media sites directly created by and directly linked to the District. Students whose parents have opted for them not to be photographed will not appear in District approved social media platforms.

### **IV. Personal Use of Public Online Social Media by Employees**

School employees may not use personal technology in order to photograph, record, or otherwise document student activity unless approved by the Superintendent in advance. It is never appropriate to post images of students on any non-district approved or personal social media account for any reason.

While the District does not actively monitor or restrict an employee's use of social media, it may take appropriate responsive action when it becomes aware of, or reasonably suspects, conduct or communication on a public media site that creates unlawful disruption or violates applicable district policies, professional codes of ethics, or other laws.

An employee who is responsible for a social media network posting that fails to comply with the rules set forth in the district policy may be subject to discipline as outlined in respective policies.

### **V. Responsibility**

Employees, staff, or volunteers will be held responsible for any disclosure of images or data pertaining to students done contrary to this policy, whether posted purposefully or inadvertently.