



## **450 STAFF SOCIAL MEDIA POLICY**

### **I. PURPOSE**

The purpose of this policy is to provide employees of Mahtomedi Public Schools with guidelines for professional and personal social media use.

### **II. GENERAL STATEMENT OF POLICY**

Mahtomedi Public Schools recognizes the importance of online social media networks for staff as communications and learning tools. The school district understands that employees participate and use social media networks for personal use on personal time.

All staff are expected to serve as appropriate role models for students and positive ambassadors for the District. Professional conduct shall be demonstrated at all times. How staff conduct themselves on social media not only reflects on them personally, but also on the district.

The line between professional and personal relationships can be blurred by social media. It is vital that staff maintain professionalism online.

This policy establishes expectations for employee personal and professional social media use and a process for district-approved accounts.

### **III. DEFINITIONS**

- A. "Social media" includes but is not limited to Facebook, Instagram, LinkedIn, YouTube, X, podcasts, and Snapchat.
- B. "Official district social media accounts" are those approved by the Superintendent or designee.

#### IV. EMPLOYEE PROFESSIONAL USE

- A. Employees shall ~~will~~ exercise good judgment and use professionalism in all social media communications. (by word, image, video, or other means).
- B. Employees shall not use obscene, profane, or vulgar language on social media networks or engage in conduct that is harassing, threatening, discriminatory, bullying, or defamatory.
- C. Employees shall not post any information or engage in communications that violate state or federal laws or District policies.
- D. Employees shall ~~should~~ not encourage any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, discrimination, or bullying.
- E. Employees shall ~~will~~ not use school resources, including but not limited to classrooms, technology, and materials, for personal use, political campaigns, blogs, businesses, or social media influencer accounts.
- F. Employees shall ~~will~~ not post images or videos of students on personal social media networks except for those taken at events open to the general public or community, such as a sporting event or fine arts performance.
- G. Employees shall ~~should~~ not be conducting non-district business transactions via social media during work hours.
- H. Employees shall ~~will~~ not use or post a District logo or wordmark on any social media network without permission from the Superintendent or the Director of Communications.
- I. Employees shall ~~will~~ not post images of co-workers on any social media network without the co-worker's consent.

#### V. PERSONAL USE OF SOCIAL MEDIA

- A. This policy applies to employee social media use on their personal account(s), on a personal or school-owned device, both inside, and outside of work.
- B. If an employee is identified on a public social media network as an employee of Mahtomedi Public Schools, the employee shall make clear

that any views expressed are the employee's views alone and do not necessarily reflect the views of Mahtomedi Public Schools.

- C. Employees ~~shall may~~ not act as a spokesperson for the school district or post comments as a representative of the school district, except as authorized by the Superintendent or the Superintendent's designee. This includes during the emergency protocol process.
- D. The school district recognizes that members of the public may create social media accounts representing students or school district groups/clubs. When employees, including coaches or advisors, choose to join or engage with these social media network groups, they do so as an employee of the school district.
- E. Employees have responsibility for maintaining appropriate employee-student relationships at all times, following district policies and addressing inappropriate behavior or activity in these groups. This includes acting to protect the safety of minors online.
- F. Staff ~~shall should~~ not use their District email address for personal communications on public social media networks that have not been approved by the district.
- G. The line between professional and personal relationships may be blurred within a social media network context. When employees choose to join or engage with school district students, families, or fellow employees in a public social media network context, they must maintain their professionalism as employees, and they have responsibility for addressing inappropriate activity, including requirements for mandated reporting.

## VI. DISTRICT REVIEW

- A. Anything posted online by an employee under the scope of their job responsibilities is subject to all District policies, rules, regulations, and guidelines. The District is free to view and monitor such information at any time without consent, previous approval, or notice. Where applicable, employees ~~shall be may be~~ required to disclose the existence of and access to such information as part of an employment selection, hiring, promotion, or disciplinary process. -

## **VII. CONFIDENTIAL INFORMATION**

- A. Employees shall not disclose information on social media networks that is private, confidential, non-public, or proprietary in relation to the school district, its students, or employees or that is protected by data practices laws. Any questions on what is considered public or private data should be directed to Human Resources.

## **VIII. CREATING ACCOUNTS**

- A. Employees who want to start and manage an official district-approved social media account must be trained and approved by the Director of Communications.
- B. Only those social media accounts approved by the Superintendent or designee may be listed on the district's official social media directory. These accounts may use the school district name, or name of any of its schools or departments, its mascots or team names in its title or style, or otherwise present an image in words or visual images that purports to identify the social media account with Mahtomedi Public Schools, its schools, departments, activities, athletics, or programs. These approved groups may share photos and videos of staff and students.

## **IX. DISCIPLINE**

- A. Excessive use of social media networks for personal reasons during working hours is not allowed and shall be ~~may be~~ subject to discipline.
- B. An employee who is responsible for a social media posting that fails to comply with this policy shall be ~~may be~~ subject to discipline, up to and including termination.