

Staff Use of Social Media Procedure

The Prescott School District Board of Directors recognizes that social media offers new and exciting opportunities to express creativity, share knowledge, build a sense of belonging and community and engage in ongoing conversations with students, faculty, staff, alumni, parents, colleagues, and friends about common interests. At the same time, employee social media can impact the school community and may in some instances disrupt the Prescott School District's educational mission. The District encourages employees to consider the impact of social media has on the school community. The District also recognizes that school employees have the constitutionally protected right to speak freely as private citizens on matters of public concern, unless the employee causes or can reasonably be expected to cause a substantial disruption to school operations. This procedure is intended to provide guidance to school employees about social media use.

I. Use of Personal Devices:

Staff may possess and use personal electronic devices on District property, in District facilities or while attending a District-sponsored activity, subject to the following limitations and consistent with any other rules as may be or as have been established.

- A. Staff should not use a personal electronic device in a manner that interferes with their job duties.
- B. Staff should silence personal electronic devices while on duty, when such device is not used for District-related business.
- C. Staff should not use personal electronic devices to audio or video records students, unless there is a legitimate educational or disciplinary purpose. If questions exist as to what is a legitimate educational or disciplinary purpose, staff should consult with school administration. Photos and records of students will follow District policy and appropriate laws.

II. Communication with Students and the School Community

- A. Use of Personal Communication Devices to Communicate with Students
 1. Communication with students using personal electronic devices should be handled judiciously. If necessary, such communication will be appropriate, professional, and serve a legitimate educational purpose.
 2. If communicating with students electronically regarding school-related matters, staff should use District e-mail that allow for appropriate and transparent communication. Exceptions to these restrictions may be made for emergency reasons.
- B. Employee Personal Social Media
 1. The lines between public and private, personal and professional can be blurred in the digital world. Material that employees post on social media that is publically available to the school community must not substantially disrupt the school's educational operations or impair the employee's ability to perform his or her job duties. Employees should be mindful of the impact that speech on social media may have on students, parents, colleagues, and other members of the school community.

2. The District does not affirmatively monitor employee use of social media. District administrators or their designees may view and monitor an employee's public social media activity at any time.

Cross References: Board Policy 2022 Electronic Resources
Board Procedure 2022P
Board Policy 3421 Child Abuse Prevention
Board Procedure 3421P

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