

REGIONAL SCHOOL UNIT No. 67

EMPLOYEE USE OF SOCIAL MEDIA/SOCIAL NETWORKING

The R.S.U. No. 67 Board of Directors acknowledges that this policy addresses the personal use of social networking sites (e.g., Facebook, MySpace, LinkedIn, YouTube, Twitter, Flickr and other web tools) by District employees. “Personal use” does not include the use of social networks by teachers and school administrators for collaboration in curriculum development and instruction or other activities conducted in carrying out their job responsibilities.

District employees are prohibited from engaging in social networking for personal purposes while carrying out their work responsibilities during the school day, while performing work for R.S.U. No. 67 outside of the school day on school premises, or while performing work for R.S.U. No. 67 at any other location.

The Board respects the rights of school employees to use social media as a means of communication and self-expression on their own time. In doing so, District employees should remember that they are role models for District learners and that their social media conduct may be viewed as representative of the District and its schools.

District employees who use social media are expected to maintain a professional demeanor at all times in their postings on social media sites, whether using District-owned or privately-owned technology.

District employees are prohibited from posting word content, images, videos or other displays or communications on social networking sites that violate law or Board policies. Employees should avoid postings that may be perceived as detrimental to his/her effectiveness as a teacher or ability to fulfill his/her professional responsibilities, or which could reasonably be expected to result in substantial disruption of the instructional program or the operations of the schools. An employee who is responsible for postings that compromise the employee’s effectiveness as a teacher or ability to fulfill his/her professional responsibilities or which result in substantial disruption of the instructional program or the operations of the schools may be subject to discipline, up to and including termination.

Employees shall maintain appropriate employee-learner relationships at all times.

Employees may not use the District’s or schools’ logo on any social media site without permission from the Superintendent/designee, or represent his/her views as those of the District or of the Board.

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Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential learner, staff or district information or the posting of content of any kind that violates privacy or protected rights.

Employees who use District technology to engage in social networking have no expectation of privacy. The District reserves the right to monitor employee use of District technology, including the use of social networking sites.

The Superintendent/designee is encouraged to develop guidelines for the acceptable use of social networking by District staff. Employees who are uncertain as to whether their postings to social media sites are appropriate or are in compliance with this policy or District guidelines should contact the Superintendent/designee.

Cross Reference: AC – Nondiscrimination, Equal Opportunity and Affirmative Action
 ACAA – Harassment and Sexual Harassment of Students
 ACAB – Harassment and Sexual Harassment of School Employees
 ACAD – Hazing
 ADAA – School System Commitment to Standards for Ethical and Responsible Behavior
 GBEBB – Staff Conduct With Students
 GCSA – Staff Computer and Internet Use
 GCSA-R – Staff Computer and Internet Use Rules
 GCSB-R – Guidelines for Employee Personal Use of Social Media/Social Networking
 JICK –Bullying
 JRA – Student Education Records and Information

Adopted: September 5, 2012

Revised: May 6, 2015

