

REGIONAL SCHOOL UNIT No. 67

**GUIDELINES FOR EMPLOYEE PERSONAL USE OF SOCIAL MEDIA/
SOCIAL NETWORKING**

District employees may access professional/education social networks during the work day when associated with their employment responsibilities.

District employees are prohibited from engaging in personal social networking 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.

District employees who engage in the use of social media during their personal time should remember that they are responsible for their public conduct, even when they are not acting as school system employees.

The following guidelines apply to the personal use of social media and social networking.

- A. All electronic communications, including those through social networks, with learners who are currently enrolled in the District must be school-related and within the scope of the employee's professional responsibilities; [i.e. for legitimate school related purposes, e.g., homework].
- B. Only school-provided networks, e-mail lists, and school-networking sites should be used for school-related learner communication when such resources are made available by the District as part of its technology.
- C. As an exception to A and B above, an employee may communicate personally with a learner through social networking to the extent that the employee and learner have a family relationship or other type of appropriate relationship originating outside of the school setting.
- D. Employees should keep in mind that they are responsible for maintaining professional ethics and demeanor even when engaged in personal social networking. An employee should avoid any use of social media that would be detrimental to his/her effectiveness to fulfill his/her work responsibilities.
- E. Employees who use social media for personal purposes should be aware that their postings may be viewed by learners, parents and community members and should take reasonable precautions, such as using available security settings, to restrict access.

REGIONAL SCHOOL UNIT No. 67

- F. Employees shall adhere to the following principles when engaging in social networking:
1. Employees shall not invite learners to be “friends” or respond to learner “friend” requests, except as provided in paragraph “C” of these guidelines.
 2. Employees shall not post confidential information about learners, employees or school system business.
 3. Employees shall not post photos or videos that portray sex, nudity, alcohol or drug use or other conduct associated with the employee’s private life that are inconsistent with the employee’s status as a role model and/or educator and/or representative of the District in the eyes of the public.
 4. Employees should be professional in all postings related to or referencing the school system, its learners, other school system employees, or the Board.
 5. Employees shall not use profane, obscene, indecent, lewd, pornographic or sexually offensive language, images, graphics or other postings that could reasonably be anticipated to cause a disruption of the educational program or the operations of the schools.
 6. Employees shall not use the District’s or schools’ name or logo without permission from the Superintendent.
 7. Employees shall not post identifiable photos or videos of a district learner, unless the photo or video is made at an event or in an area open to the public.
 8. Employee postings shall not defame learners, other school employees, the Board, individual Board members, or members of the public.
 9. Employees shall not use social networking to discriminate against, harass, bully, threaten, or intimidate learners, other employees, Board members, or members of the public.
 10. Employees shall not use social networking to engage in any other conduct that violates Board policy or state or federal laws.

REGIONAL SCHOOL UNIT No. 67

Employees should be aware that they have no expectation of privacy when using District technology, including school-owned computers/devices, to engage in social networking. The District reserves the right to monitor employee use of District technology, including the use of social networking sites.

Employees who violate the Board's social media/social networking policy may be subject to disciplinary consequences up to and including dismissal and, as appropriate, referrals to law enforcement authorities.

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 – Employee Use of Social Media/Social Networking

JICK –Bullying

JRA – Student Education Records and Information

Adopted: September 5, 2012

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