

Barrington Public Schools Social Media Use by Staff and Volunteers Policy

Barrington Public Schools (BPS) recognizes and encourages the appropriate use of social media as an important communications tool for BPS, BPS programs, and individual BPS students and staff members.

The purpose of these guidelines is to establish protocols and expectations for social media use by BPS staff and volunteers.

BPS acknowledges that its staff and volunteers have a First Amendment right to speak out as private citizens on matters of public concern. At the same time, BPS has the right and responsibility to regulate BPS staff and volunteers' online conduct under specific circumstances, including when the staff and volunteers' online speech impedes performance of the staff or volunteers' duties or interferes with BPS's ability to operate effectively.

Social media includes websites such as Facebook, Twitter, Instagram, or other social networking websites or applications.

Expectations for all use of social media (personal and educational)

- BPS staff and volunteers will not submit or post confidential or protected information about BPS, its students, alumni, or staff and volunteers. In most instances, student last names will not be included on social media posts. Photographs of identifiable minors without parental permission and photographs or other materials that infringe on the rights of others will not be permitted. Disclosure of confidential student or staff information may result in disciplinary action up to and including termination.
- BPS staff and volunteers will not post or otherwise publish content that violates BPS' bullying, anti-discrimination, and/or anti-harassment policies.
- BPS staff and volunteers will not utilize official BPS social media sites to advertise or seek employment.
- BPS staff and volunteers should be cautious of security risks when using third-party applications within a social media site.

Expectations for the personal use of social media

In addition to the above, BPS staff and volunteers must adhere to the following expectations:

- Staff and volunteers are prohibited from requesting or accepting current BPS students as "friends," or requesting to follow or following current students through the staff or volunteer's personal social media accounts
- Sharing school or District social media posts to a personal social media page (i.e. retweeting a @BPS_RI announcement to a personal Twitter page) is acceptable and encouraged.
- BPS staff and volunteers should set and maintain appropriate social media privacy settings. Social media sites routinely alter their privacy policies and standards. BPS staff and volunteers are responsible for monitoring all personal social media content they make available to the general public.

Expectations for the educational use of social media

Staff and volunteers using social media for educational (school or BPS related) purposes are expected to:

- Contact the Assistant Superintendent or Director of Technology if they wish to establish a social media site for a school, class or program.
- Comply with all applicable BPS policies and state laws.

Third party postings

- BPS is not responsible for third party user comments posted on its Facebook page or on other social media platforms. They are solely the expressions and opinions of the contributor and not those of the school or district.
- BPS is not responsible for the advertising content on its social media pages and does not choose which ads appear on any of the BPS pages or feeds.

Official communication

- BPS Facebook, Twitter and other social media pages are provided as a convenience to the BPS community. They are not monitored constantly and should not be used for any type of official or critical communication. Please direct all official inquiries to the appropriate school or the District office. Please visit the school websites for contact information: <http://www.barringtonschools.org>

Inappropriate submissions

- BPS encourages users to exercise common sense and courtesy when submitting comments and other content to BPS social media sites.
- While BPS does not monitor every comment, it reserves the right to delete any content posted to its pages that it deems inappropriate.
- Inappropriate submissions include, but are not limited to, comments or materials that make false or defamatory statements about others; are obscene, vulgar, abusive, hateful or threatening; harass or discriminate on the basis of race, religion, nationality, ethnicity, gender, sexual orientation or other factors; are invasive of the privacy rights of others (e.g., by including addresses, phone numbers or other personal information about third persons without their consent). Submissions may not include content or materials that violate the copyrights, trademark rights or other intellectual property rights of third parties. Submissions may not contain unauthorized disclosures of proprietary or confidential information.
- Users who violate BPS terms of use may be banned from the page and reported in accordance with the applicable website's terms of use.
- The purpose of these pages is to provide information about BPS. Content inconsistent with this purpose may be deleted.
- Cyber-bullying and harassment of students, staff or community members will not be tolerated on BPS social media sites.
- Email the Building Principal and the Director of Technology, David Burrows at burrowsd@barringtonschools.org to report any concerns regarding inappropriate content.

First Read: 8/22/2018

Second Read/ Approved: 8/29/2018