

All information published by the employee on their blog or social networking sites must comply with the district's Acceptable Use And Personal Conduct policies. Further, the employee must comply with confidentiality obligations imposed by law, including HIPAA and FERPA. Employees must respect all copyright laws and must reference or cite all sources as required by law. Under no circumstances may the employee use district logos, mascots, or images without express written consent. The use of images or photographs of students on a personal blog or social networking web page are absolutely prohibited.

Under no circumstances should employees discuss situations, involving employee or student discipline on their blog or social networking site. As a general guideline, employees should not post anything that they would not want to read in a newspaper or on a billboard.

Political Speech

Employees should not use the district's name to promote or endorse any product, cause, or political party or candidate.

Protect Your Identity

While employees should be honest about their identity, they should not provide personal information that scam artists or identity thieves could use against them. Don't list your home address or telephone number or work telephone or e-mail address. It is a good idea to create a separate e-mail address that is used only with your social media site.

Monitor Comments

Comments are a major part of the social networking environment, but employees should review and approve all comments before they appear. This allows the employee to delete any spam comments, block inappropriate posts, and delete any offensive or frivolous comments.

Employees should not permit students to comment on their personal social networking page or on their blog.

Conduct in the Use of Social Networking

Under no circumstances shall the use of social networking activities interfere with the employee's work obligations.

Employees should be aware that even privacy settings are not fool-proof. Search engines can turn up posts and pictures years after they have been published to the Internet. Sites such as Google constantly crawl the web and archive web sites, allowing them to continue to be viewed even after the information has been removed or the site terminated. Employees should not post when they feel angry or passionate about a subject and should wait until they calm down if they are going to reply or post on any blog or social networking page.

Employees should use care in the photos of themselves that they post. Only pictures that they would be comfortable sharing with the parents/guardians of district students or their employer should be posted.

Reference

*Policy 815, 815AR
and 815AR2*

Discipline Under This Policy

Violation of this policy will result in discipline as appropriate, up to and including termination, in accordance with all applicable district disciplinary policies and procedures.

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