

Personnel

SUBJECT: SOCIAL MEDIA USE (PERSONNEL)

The District recognizes that social media tools are a primary source of news and information to the public. This policy encourages responsible use of social media by personnel as part of their official duties or when accessing district digital information systems.

Definitions

For the purposes of this policy, the following definitions apply:

- a) "Digital Information Systems" means:
 - 1. All computer hardware, devices, and systems owned or leased by the District, including but not limited to:
 - (a) Computers of any size and form factor, including smartphones, tablets, and interactive whiteboards;
 - (b) Networks;
 - (c) Internet access;
 - (d) Network servers;
 - (e) Routers, cables, and switches;
 - (f) Video conferencing equipment; and
 - (g) Internet of things devices (devices that collect and share data, such as security systems or wearable devices); and
 - 2. Software that is owned, leased, licensed, and/or used (including free) by the District, or that the District has the use of through a cooperative services agreement (CoSer), and that is used to create, modify, store, or transmit information in a digitized form.
- b) "Social media" means any Internet site or resource, used by the District, where the user helps determine content. A social media platform allows its users to interact with the content creator(s) and with each other as contributors to the platform's content. These tools are intended to facilitate interactive information sharing, user-centered design, and collaboration.

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SUBJECT: SOCIAL MEDIA USE (PERSONNEL) (Cont'd.)**District Social Media Use**

The District uses social media to communicate, inform, and engage the public and promote transparency. The District may also use internal social media to increase collaboration, participation, operational efficiencies, and learning opportunities.

The District will designate an employee or designee to oversee official school and district social media platforms. This employee will be responsible for:

- a) Approving social media accounts for district, school, and classroom use;
- b) Securely maintaining the website location and access rights associated with each platform;
- c) Complying with any applicable records retention and archival requirements according to applicable laws and regulations; and
- d) Acting as or assigning authorized personnel to maintain each individual social media account.

Social Media Content Creation

Only authorized personnel acting in their official capacity are permitted to communicate on public district social media platforms on behalf of the District. Authorized personnel should follow established district content approval processes and all applicable district policies, laws, and regulations.

Disclaimers

The District will post, on its website, a disclaimer regarding its use of social media. The disclaimer will outline the expectations of those using each specific social media technology utilized by the District.

This disclaimer should include, at a minimum, information about the terms of service of third-party social media platforms, relevant copyright information, and a statement that user comments made on the platforms do not reflect the views or opinions of the District.

Personal Social Media Use

District personnel may share personal views or opinions and express themselves as private citizens on social media, but such personal use must make clear that any personal views or opinions expressed are not an official act of the District and do not cause substantial interference within the District. In addition, district personnel must not share any confidential, private, or sensitive information pertaining to their district, school, students, other personnel, or job activities.

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SUBJECT: SOCIAL MEDIA USE (PERSONNEL) (Cont'd.)

Social media users should be aware that information posted on social media platforms reflects on the individual and may also reflect on their professional life. Consequently, users should use discretion when posting information on these platforms. Once information is posted on a social media platform, it can be captured and used in ways not originally intended by the original poster.

NOTE: Refer also to Policies #3310 -- [Public Access to Records](#)
#5676 -- [Privacy and Security for Student Data and Teacher and Principal Data](#)
#6410 -- [Acceptable Use Policy \(Personnel\)](#)
#7241 -- [Student Directory Information](#)