

Book	BOARD POLICY MANUAL
Section	Section E: Support Services
Title	Staff Use of Social Media (Regulation)
Number	EDEC-R
Status	Active
Legal	U.S. Const. Art. I, Section 8 Family Educational Rights and Privacy Act; 20 USC 1232g et seq. Childrens Internet Protection Act; (P.L. 106-554, HR 4577, 2000, 114 Stat 2763) ORC 1329.54 through 1329.67 ORC 3313.20 ORC 3319.321

Adopted

Staff members are responsible for good behavior on social media just as they are in classrooms, school hallways and other school premises and school sponsored events. Communications online are public and permanent in nature.

Social media and social networking shall be defined as electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content.

General rules for staff use of all social networks, social media and related technology, whether professional or personal in nature:

Staff members shall not access social media for personal use on the District's Network or during school hours on any network and shall access professional social networks on the District's Network or during school hours for educational use only in accordance with Board Policy. Using social networks in any way that interferes with or disrupts the instructional process is prohibited.

Staff member must notify an appropriate administrator in writing of the staff member's professional social networks that relate in any way to the staff member's work for the District.

Staff members may not allow students to join, follow, or become part of the staff member's personal social network and the staff member shall not join, follow or become part of the student's personal social network except those that are immediate family of staff members. This type of interaction with TPS students is strictly prohibited and in appropriate cases, will be grounds for loss of Network privileges and disciplinary action.

District employees will not electronically communicate with current students, through text, email, instant message, social media or any other medium, unless for educational purposes and if email, through a TPS email account. District employees will not respond to student-initiated attempts at electronic communication unless through educational networks for an educational purpose. Staff members may send electronic communication to groups of students for educational or extracurricular purposes if preapproved by an appropriate administrator, and the administrator is added as a member of the electronic communication group. If a staff member must electronically communicate with a student for educational purposes, both the student's

parent or guardian and an appropriate administrator must receive a copy of the electronic communication.

Staff members are advised to post on social networks only what the staff member would want the world to see. Students, their parents, and TPS administrators can and will have access to postings. Once something is posted on a social network, it will still be available to be viewed by others even after it is removed from the network; it is public and permanent.

People classified as “friends”, “followers” or the like on a social network have the ability to download and share personal information with others.

Staff members should never discuss students, parents of students, or coworkers on any social network.

Staff members are strictly prohibited from posting any personally identifiable information regarding a student on any social network or online in any way, unless with explicit written permission given by the student’s parent or guardian.

Staff members must never use commentary that can be reasonably interpreted to be defamatory, obscene, libelous, or slanderous.

Before posting anything online or electronically, staff members are encouraged to weigh whether a particular posting could place the effectiveness as a TPS staff member at risk.

If a staff member learns of information via one or more social networks that falls under any of the mandatory reporting requirements applicable to Ohio educators, he/she must promptly report such information, in writing as required by law.

When available, staff members are encouraged to use TPS supported educational networking tools.

Staff members must not say or do anything on a professional social network that the staff member would not say or do inside a classroom or on school property.

Staff members are encouraged to have a clear statement of purpose and desired outcomes from the use of any professional social network or educational networking websites or tools.

Staff members may not use a camera feature to capture, record, or transmit audio, video or still photos of other students, faculty or staff during school hours or at school events unless for educational purposes and only with explicit written permission given by the subject of the photo or video. If the subject of the photo or video or other recording is a student, the written permission must be given by the student’s parent or guardian.

Staff members must pay close attention to their site’s security and privacy settings to allow only approved individuals to have access to the website.

CROSS REFS.:

EDE, Computer On-line Services

EDEA, Staff use of Electronic Information Technology
EDEB, User's Own Technology
EDEC, Staff Use of Social Media
GBH, Staff Student Relations
IIBH, District Web Site Publishing
JFCFA, Cyberbullying