

SOCIAL MEDIA

Employees may not use social media technology to engage in or post communications or material that would violate any Handbook policy or Administrative Rule, including, but not limited to, using technology to post communications or materials that are derogatory or offensive with respect to race, religion, gender, sexual orientation, national origin, disability, age, or any other legally protected class status.

General Guidelines – Social Media:

1. Employees are expected to maintain professional boundaries in all forms of technology-facilitated communication with students—including but not limited to the consistent use of a formal, courteous, and professional tone and limiting such communication to exchanges that are within the scope of the employee’s job responsibilities—is vital to maintaining appropriate professional relationships with students and to maintaining the community’s trust in the schools.
2. No school employees may accept a “friend” request, or any similar request having the purpose of facilitating communication via electronic media, that has been initiated by or on behalf of any student. Similarly, no school employee may initiate a “friend” request or any similar request to any student.
3. No school employee may communicate directly with individual student(s) using any form of electronic media between the hours of 10:00 pm and 6:00 am unless the employee has supervisory responsibilities for the student at that time. This paragraph does not govern informational posts or communications sent to an entire class or other group of students where the employee does not reasonably expect the class or group to view or access the communication at the time it is sent or posted.
4. Only a teacher, coach, trainer, or other employee who has an extracurricular duty may communicate with students through text messaging. The employee may communicate only with students who participate in the extra-curricular activity over which the employee has responsibility.
5. The district understands there may be limited exceptions to the various types of electronic communication between school employees and students that are otherwise prohibited by this rule, the following shall apply:
 - a. An employee may determine that there is a need to engage in otherwise prohibited communication with students via electronic media in order to address an imminent health or safety emergency. The employee may engage in the communication necessary to alleviate the pending emergency, but the employee shall also take steps to immediately report the situation and the nature of the employee’s response to an administrator.

- b. This administrative rule shall not be construed to interfere with or impede an employee's ability to communicate with a student to whom the employee is related, or where a separate and legitimate social relationship or social connection exists between the employee and the student (e.g., the student is the child of the employee's adult friends, or the student participates in the same civic, social or similar type of organization as the employee).
- c. Coaches may follow/friend athletes in their program for the sole purpose of helping share the athlete's information for the purpose of athletic recruiting.

Duty to Report: All employees have a duty to report any discovered or suspected unauthorized or improper usage of social media with impact on the workplace.

Rule Violations: Employees who violate this rule may be subject to discipline, up to and including immediate termination of employment.

Approved: June 26, 2023
Revised: