

EMPLOYEE: USE OF SOCIAL NETWORKING AND WEB 2.0 TECHNOLOGY

The District realizes the value and omnipresence of social networking sites and other internet-based social forums. Sites that emphasize online educational collaboration and sharing among users should be used to educate our students. Technology is ever-changing and this policy is intended to be flexible to include new and changing technologies.

The District respects the rights of employees to use social networking sites as a medium of self-expression during non-work time. Employees are permitted to use the social networking sites for incidental personal use and/or communications during work time provided that such use shall not interfere with or conflict with District business, and such use does not occur during student contact time. Employees shall exercise good judgment regarding the reasonableness of personal use.

Personal Use of Social Networking Sites - Guidelines

In general, what an employee does on his or her own time outside of work will not be regulated by the District. However, the District may monitor and regulate employee postings/activities if:

- The employee chooses to identify him/herself as an employee of the District. (Please note that identifying your work place on a site will not automatically rise to the level of District regulation unless one of the below bulleted activities occurs on the site.)
- The activity occurs through use of any District technology.
- The activity affects the employee's job performance or the performance of other district employees.
- The activity involves or relates to District students.

The District may monitor employee use of social networking sites, especially when such sites are accessed through District-provided technology resources. Employees should be aware that posting on websites, including social networking sites, should not be presumed to be private. Accordingly, employees may be subject to discipline for violating any of the above-referenced conditions.

Employee Use of Social Networking Sites

The District understands that technology is constantly changing and encourages employees to use technology to assist with student learning. Employees may use social networking sites for educational purposes under the following guidelines:

- The appropriate administrator (principal or athletics/activities director) must approve all social network sites and groups prior to use by the employee with students. (This limitation does not apply to close family members such as a staff-parent and student-child.)
- The building administrator must be a part of the social network site and group between any employee and student. (This limitation does not apply to close family members such as a staff-parent and student-child.)
- Employees are strongly encouraged to document and retain all electronic communication between themselves and students.

Summary

This policy must be interpreted with all other Board policies, including the Employee Technology Use policy. Employees who violate this policy may be subject to disciplinary action, up to and including termination.

Adoption Date	9/15/2010
Cross Reference	524, Employee Technology Use