

STAFF USE OF SOCIAL MEDIA PROCEDURES

**1. Use of Web 2.0 Tools and Applications for Professional Development and Collaboration**

Employees who participate in technology-facilitated professional development or professional collaboration activities that are not connected to a specific intra-District initiative during their work hours shall ensure that they are doing so pursuant to their supervisor's direction, under a personal professional development plan that has been discussed with and approved by the supervisor, or under such other arrangements for advance notice to or approval by the supervisor as are acceptable to the supervisor.

No employee shall hold themselves out as representing the School Board or the District as a whole in any technology-facilitated activity unless they have been expressly assigned that role by their supervisor.

Employees shall at all times follow District policy and state and federal legal requirements regarding student privacy and confidentiality in connection with their participation in any technology-facilitated professional development or professional collaboration activities.

Employees who participate in technology-facilitated professional development or professional collaboration activities shall observe such other expectations and rules as the District Administrator or his/her designee may establish.

**2. Use of Web 2.0 Tools and Applications to Communicate with Students in Connection with School District Programs and School-Sponsored Activities**

A. The District Administrator or his/her designee shall ensure that information is available to appropriate staff concerning all District-evaluated Web 2.0 and other electronic tools and resources, if any, that have been approved for any of the following purposes related to student instruction or the management and supervision of school-sponsored activities for students:

- a. Teacher-specific, class-specific, or activity-specific web pages through the official District website;
- b. Learning management software, applications, or systems;
- c. Staff blogs tied to the curriculum;
- d. Software, applications, or services that enable teacher-monitored, student-to-student electronic collaboration;
- e. Any application or software that replicates features found on common third-party social media services or applications, but over which the District retains greater ability to monitor and control (a) who has access to the application or software; and (b) the nature and content of the communication and the information that is being shared. This administrative rule does not authorize school staff members to establish an account through "mainstream" social media sites (such as Facebook™ or Twitter™) for use in connection with student instruction or the management and supervision of school-sponsored activities for students.

B. For each District-approved electronic tool that may be used by staff in connection with student instruction or the management and supervision of school-sponsored activities, the District Administrator shall oversee the establishment of rules and expectations appropriate to the tool regarding records management (including student records); staff training; monitoring of student use and communications; instruction for students regarding appropriate use of the tool; adherence to copyright laws; identification of appropriate grade levels for the tool; confidentiality obligations; and

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such other topics as are deemed necessary or prudent (e.g., parent notification, where deemed appropriate).

- C. School employees using any District-approved electronic tools (including but not limited to all approved Web 2.0 tools, social media applications, software or technology-facilitated systems) shall use the tools only in the manner and only to the extent approved by District, subject to all additional expectations and rules as the District Administrator or his/her designee may establish, including the following:
- a. No school employee may establish any website, social media account or other electronic account for any school-related purpose using any third-party service or third-party application that has not been expressly approved by the District for use in connection with student instruction or with the management and supervision of school-sponsored activities.
  - b. No school employee shall communicate with any student using the employee's personal social media account(s) or personal email address(es). A school employee shall not share with any student any information about the employee's personal social media account(s) or the employee's personal email address(es).
  - c. 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.
  - d. No school employee may communicate directly with individual student(s) using any form of electronic media between the hours of 11:00 pm and 6:00 am. 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.
  - e. No school employee may communicate with any student using text messaging or any electronic "chat" functionality except in the following circumstances: (1) a "chat" or messaging feature that is built into a District-approved software program or other District-approved electronic application, and the messages or "chat" exchanges are logged and may be retrieved or reviewed by the District as needed at a later date; or (2) an employee with supervisory responsibility for students at a location away from District property makes arrangements to communicate with the students under the employee's supervision via a text messaging or chat feature and the employee further makes arrangements to preserve a copy of those communications (e.g., by including the employee's District email address in the group distribution list); or (3) an in-class exercise or assessment involves students texting or sending "answers" or polling responses to a teacher or other District employee where the communication is not in the nature of a conversation, provided that the nature of the exercise and the technology to be used.
  - f. Any employee's use of Web 2.0 tools or other electronic resources that involves students sending or posting information or communications that are accessible by a person other than a teacher or other District employee shall require a plan for monitoring student-created information or communications and for presenting an educational component to students, prior to the student's initial use of the tool or resource, that covers applicable portions of the District's Internet and on-line safety policy and that addresses appropriate online behavior, including interacting with other individuals through electronic media and cyberbullying awareness and response.
  - g. No school or school employee may require a student to electronically post or publish their work, any personally-identifiable information, or their personal opinions or comments to any social media site or similar electronic application that is accessible to persons other than District employees and other students within the District. Where such "publication" of student work outside of a school-controlled and school-monitored electronic environment is offered as an option in connection with any instructional activity, the teacher shall be clear that such external publication is optional, and the teacher shall provide an alternative means for participating in the exercise or assignment at the request of a student or his/her parent or guardian.
  - h. No school or school employee may require any student to establish an account on any electronic service or application, such as a Facebook™, Twitter™, or YouTube™ account, where (1) the type of account in question has an identifiable and common usage other than use for District purposes; and (2) establishing an account requires the student to provide any personal

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information. No student under the age of 13 shall be directed to submit any personal information to any third-party website or other electronic application where the information submitted is not under the exclusive ownership and control of the District. This paragraph does not preclude the District from providing accounts to students that enable student access to computer networks, applications or systems that are established and controlled by the District in connection with its educational program.

- D. As limited exceptions to the various types of electronic communication between school employees and students that are otherwise prohibited by this administrative 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).

1<sup>st</sup> READING: July 14, 2016

APPROVED: August 11, 2016