

## STAFF USE OF SOCIAL MEDIA

The School Board encourages the District's staff to make use of Web 2.0 tools and applications (such as social networks, blogs, wikis, internet-based multi-media applications, collaboration tools, and advanced learning management applications) for the purposes of (1) engaging in professional development and professional collaboration activities; and (2) enhancing student learning and instruction, provided that the use of such tools and applications is consistent with this policy and with such other requirements and expectations as may be established by the Board, the District Administrator, or the District Administrator's designee.

Paramount principles that shall guide all staff members' activities and conduct in connection with the use of Web 2.0 tools and all other electronic media include the following:

- Any time a staff member is participating in a technology-facilitated communication, collaboration, exercise, or other activity in connection with their responsibilities as a school district employee, the employee is expected to conduct him/herself in a courteous and professional manner that is consistent with the District's general rules and expectations for appropriate workplace conduct and acceptable use of technology.
- Maintaining 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. (See 522.71 Rule 2D)
- All District-provided or District-authorized technology tools and applications are provided to further the mission, vision, goals and policies of the District; and, as such, they remain under the ultimate control of the Board and District administration at all times.
- When such tools and applications are used in connection with student learning, they shall be considered an extension of the District's educational curriculum. Employees shall use such tools and applications in connection with and to accomplish their assigned duties and responsibilities, and not as a forum for self-directed personal expression. Employees shall not have an expectation of privacy in connection with their use of any District-related form of electronic media. When "off duty" or when otherwise using technology resources in their private capacities away from the District, employees are held to the same standards in their public use of electronic media (including but not limited to social media) as they are held to in connection with their other off-duty, public conduct. Where there is a sufficient nexus between off-duty conduct and an employee's work-related role and responsibilities, there can be employment-related consequences for off-duty conduct that violates the law, that violates District policy or other work directives, that is harmful to persons in the school community, or that otherwise interferes with the employee's ability to effectively perform his/her job duties. Accordingly, as an example, each employee is responsible for all content appearing on all personal websites and social media accounts maintained or controlled by the employee, and for establishing and monitoring privacy settings on any personal websites and other electronic accounts that are appropriate for the nature of content provided therein.
- In the event that any employee proposes a use of any electronic media application or tool for instructional purposes that is prohibited by current policy or by current administrative rules, the employee may request a meeting with the District Administrator or his/her designee to consider alternative options or the possibility of pursuing a modification or exemption from the applicable policy or rule to enable an innovative and viable project.

School District of Rib Lake

CROSS REFERENCE:

522	Staff Conduct
522.7	Staff Use of Information Technology and Communication Resources
522.71 (Rule)	Staff Use of Social Media Procedures
522.72	Use of District-Issued Mobile Phone and Other Mobile Data Devices

1 <sup>st</sup> READING:	July 14, 2016
APPROVED:	August 11, 2016