

SOCIAL MEDIA

DEFINITION

The term "social media" includes, but is not limited to:

Social Networking Sites (Facebook, Myspace, Foursquare, LinkedIn)

Micro-blogging Sites (Twitter)

Blogs (including school district and personal blogs, as well as comments)

Video and Photo Sharing Websites (Flickr, YouTube)

Forums and Discussion Boards (Google Groups, Yahoo! Groups)

Online Encyclopedias (Wikipedia, Sidewiki)

PURPOSE

Social media is a powerful communication tool that has a significant impact on organizational and professional reputations. Because social media blurs the lines between personal voice and institutional voice, the school district has created the following policy to clarify how best to enhance and protect personal and professional reputations when participating in social media for those who choose to use it.

It is your decision whether or not you will create or participate in on-line social media, social networking or other online publishing or discussion. The school district prohibits participation in social media for an employee's personal use during the work day. Social media may be used to advance the educational mission of the school district or otherwise for job-related purposes, but only with school district administration's knowledge and consent. All information posted by a school district employee on behalf of the district must comply with the school district's Acceptable Use Policy, and must be approved by the Public Information Officer. Employees are personally liable for anything they post to social media sites.

NO EXPECTATION OF PRIVACY

The school district's network, email and Internet system (including any software and files downloaded via the Internet onto the district's network), cellular telephone services, and other information and communication technologies are the property of the school district. Computer files, email messages, browsing histories, text messages, and other information created, downloaded, uploaded or accessed on the school district's Internet systems or other school district-owned networks are not the private property of any employee. Employees should not have any expectations of privacy.

POLICIES FOR ALL SOCIAL MEDIA SITES

Employees have the right to participate in social media using personal equipment on their own time. The school district prohibits all conduct, including online activity, that may negatively impact the school district's reputation, the reputation of its employees, or its educational interests, or that may negatively impact its students or the school community at large. Such activity, even if engaged in on an employee's own time, may result in discipline up to and including termination of employment.

Separate Personal and Professional Accounts

School district employees shall maintain separate personal and professional accounts while using all forms of social media. Employees must never use their school district e-mail account or password in conjunction with a personal social networking or social media site. When you might be perceived online as an agent of the school district, you need to be clear that you are sharing your views as an individual and not as a representative of the school district.

Do Not Use the School District Logo or Make Endorsements

Do not use the school district logos, wordmarks, athletic logos, or any other marks or images on your personal online sites. Do not use the school district's name to promote or endorse any product, cause or political party or candidate.

Protect Confidential Information

Do not post confidential or proprietary information about the school district, its students, its alumni or district employees. Use good ethical judgment and follow school district policies, as well as state and federal privacy laws.

Be Respectful

Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the school district community. You should also show proper consideration for others' privacy and for topics that may be considered sensitive – such as politics and religion.

Respect Copyright and Fair Use Laws

When posting, be mindful of the copyright and intellectual property rights of others and of the school district.

Be Aware of Liability

You are responsible for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene. Increasingly, employers are conducting Web searches on job candidates before extending offers. Be sure that what you post today does not come back to haunt you.

Comply With the Licensure Code of Professional Conduct for Ohio Educators

All employees licensed by the State Board of Education must comply with the Licensure Code of Professional Conduct. Online behavior deemed unbecoming the teaching profession will be reported, and may result in suspension or revocation of a teaching license by the state.

Think Before You Post

There is no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments and pictures can be forwarded or copied. Archival systems save information even after you delete a post. Post only pictures and comments that you would be comfortable sharing with the general public.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand the School District Social Media Policy. I will adhere to the established policy and understand that if I violate the rules explained herein, I may be subject to disciplinary action, up to and including termination of employment with the district.

Name (Print): _____

Signature: _____ Date: _____

[Adoption date: September 19, 2011]