

BOARD POLICIES	SOCIAL MEDIA (BP- 8007) METRO TECHNOLOGY CENTERS	The on-line version of the policy is official. Therefore, all printed versions are unofficial copies.
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1.0 POLICY:

SOCIAL MEDIA

Metro Technology Centers (MTC) recognizes the appropriate use of social media as a method for communicating ideas and information and as part of the educational mission of the District. The forms of electronic and digital communications change rapidly. This policy addresses common existing forms of electronic and digital communication (email, texting, blogging, tweeting, posting, etc.) but is intended to cover any new form of electronic or digital communication which utilizes a computer, phone or other digital or electronic device.

Official Use of Social Media

The district is responsible for creating and maintaining its “official” online presence. Unless specifically authorized by the Superintendent’s Social Media designee(s), no district employee may create an “official” Metro Technology Centers presence on any form of Social Media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of Metro Technology Centers. The Superintendent’s Social Media designee(s) must have administrator rights to all such Social Media sites.

The Superintendent’s Social Media designee(s) may utilize Social Media to present information and content to the public and receive feedback from the public. Content and information released on Social Media is equivalent to content and information released to the press and the public in any other format, including press release, letter to the media, open letter to the public, etc. Care must be taken that content and information released to the public over Social Media is accurate, does not violate applicable laws (including, but not limited to, copyright, trademark and defamation law) or District policy.

In general, the District invites discussion of important ideas and issues through Social Media. However, Metro Technology Centers reserves the right to remove posts or comments that are obscene, defamatory, offensive, contain threats of violence, abusive, spam or advertising, or unrelated to the content or information. Metro Technology Centers also reserves the right to remove posts or comments that violate applicable laws including, but not limited to, copyright and trademark laws.

Professional Conduct

The District is committed to creating an environment in which all persons can interact together in an atmosphere free of all forms of harassment, exploitation or intimidation. Therefore, when communicating via social networks, employees are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, and property of others. By doing so employees will be abiding by applicable laws, school district policy and the core values of Metro Technology Centers.

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Employees are responsible for the material they publish online as well as the messages sent via computers and wireless telecommunication devices. Any conduct that negatively reflects upon the district, consists of inappropriate behavior, or creates disruption on the part of an employee may expose that employee to disciplinary action up to and including termination. Inappropriate behavior is defined as any activity that harms students, compromises an employee's objectivity, undermines an employee's authority or ability to maintain control of students or work with or around students, is disruptive to the educational environment, or is illegal. Moreover, employees should not engage in personal social media during working hours.

Expectations of Staff

District employees are role models and must exemplify ethical behavior in their relationships with students, clients, and other staff members. Online activity, including personal online activity, is public and is therefore a reflection on the district as an organization. Employees should exercise good judgment and common sense, maintain professionalism, and address inappropriate behavior or activity discovered on these networks. Inappropriate behavior or activity should be immediately communicated to a direct supervisor. The following should inform and guide employee judgment and actions:

1. The line between professional and personal relationships can become blurred; therefore, district employees should exercise discretion and maintain professionalism when communicating with students via computers or wireless telecommunication devices. Employees should limit this type of communication with students to matters concerning a student's education or extra-curricular activities for which the staff member has assigned responsibility. Excessive messaging or other social media communication to an individual student should be avoided.
2. District employees are prohibited from engaging in private exchanges with students, and should only communicate with groups or in such a manner that the communication can be publicly viewed.
3. Photos of and videos featuring students should not be posted on social media without the informed consent of a parent/guardian. For personal protection, never take a photo of an individual student.
4. Group student photos may be submitted to the site administrator or superintendent for inclusion on official district accounts.
5. Students should not be cited, obviously referenced, or depicted in images without proper written approval of the student's parent/guardian, and the confidential details of these individuals should never be disclosed.
6. Externally communicating any confidential information or information related to Metro Technology Centers not intended for public dissemination is always forbidden and may be grounds for termination and legal action. Public information will be released through the Superintendent or his designee(s).

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7. Copyright and fair use laws must be respected at all times. Trademarks such as logos, slogans, and digital content such as art, music, or photographs, may require permission from the copyright owner. It is the responsibility of the employee to seek permission for any such trademarked content.

Accountability

All staff are expected to serve as positive ambassadors for the district and appropriate role models for students. Failure to do so could put an employee in violation of district policy. Violation of district policies and procedures may result in disciplinary action up to and including termination of employment. All employees who have reason to believe that their on-line conduct has generated public or media attention are expected to immediately report their activity and attention generated to their supervisor. Responses to all controversial posts need to be approved by the Superintendent’s designee(s) for Social Media and/or Communication.

2.0 CROSS REFERENCE: BP-8001; BP-8006

3.0 REVISION HISTORY:

<u>Date:</u>	<u>Revision</u>	<u>Description of Revision:</u>
11-Sep-18	A	Adopted

***** End of Policy *****