# Social Media Guidelines

Davis School District

Related DSD Policy 7SS-003

# Davis School District
## Social Media Guidelines

### A. WHAT IS SOCIAL MEDIA?

Social media includes online electronic tools to help students, parents, teachers, and school employees communicate effectively. Specific examples of popular social media tools include: image sharing (Flickr, Picasa, Photobucket), video sharing (YouTube, MyDSD, Ustream), social networking (Facebook or Twitter), blogs (DSD Blogs, blogger, blogspot), wikis, and discussion boards. Davis School District (District) recognizes both the educational value and dangers of social networking sites.

**School Related Social Media**

School related social media includes:

- Employee created or maintained social media whose recipients or participants include students or parents whom the employee knows primarily by reason of the employee's employment;
- Social media created or maintained by an employee at the direction of his/her supervisor or in furtherance of his/her employment responsibilities with school equipment or resources; or
- Social media created or maintained by a student at the direction of an employee or as an assignment given by an employee with school equipment or resources.

**Personal Social Media**

- Nothing in these guidelines shall prohibit personal or private social media use by employees acting outside of the scope of their employment using personal technology.  Likewise, nothing in these guidelines shall prohibit personal or private social media use by students outside of the school environment using personal technology.
- Creation of or access to personal social media by students or employees which creates a disruption or an eminent risk of substantial disruption to the school environment may result in disciplinary action or referral to law enforcement.
- Employees who maintain personal social networking sites shall not allow District students to access their personal sites, excepting members of immediate family.
- Employees should restrict the use of personal technology and social media for personal purposes to non-work times or hours.  Any duty-free use must occur during times and in places that the use will not interfere with job duties or otherwise be disruptive to the school or working environment or its operation.

### B. GENERAL GUIDELINES

The general guidelines of etiquette for employees, parents, or students who use school related social media include:

- Be aware of and comply with the District Acceptable Use Agreement.
- Be aware of and comply with the District Internet Publishing Guidelines.
- Be aware of the permanency of the Internet and think before you post. Once something is sent out, it may be permanent and unable to be retracted.
- Act responsibly since everything online may be accessible to the public.
- Treat others with respect, protect confidential information and the rights of others, and obey copyright law.
- Post positive, meaningful, and thoughtful comments.
- Disagree courteously, without disparaging comments.
- No photos of students obtained through District resources may be loaded on personal pages. Student photos posted on school related social media must not contain the student's name.
- District employees must not "friend" students on personal social media; and must avoid overly personal emails, texts, or communications with students on school related social media, excepting members of immediate family.

### C. EMPLOYEES AND SOCIAL MEDIA

To protect District employees, students, parents, and District resources, the District requires all employees who access or create social networking sites through District resources to abide by the following:

- Access to social media sites using school resources should be for instructional purposes directly related to employment responsibilities and/or educator's curriculum.
  - What is written should provide value by being thought-provoking and build a sense of community.

- What is written should help people improve their knowledge and skills, solve problems, or understand situations.
- Only comment on things about which you are well informed.
- What is written should invite discussion without inflaming others or demeaning them.
- Different points of view are appropriate if they are expressed with respect for others.
- Be honest in your communication and clear about your role.
    - Clearly identify yourself as an employee/educator
    - If you have a vested interest in what is being discussed, identify it.
- Establish and maintain a professional image.
    - Post only what you want the world to see; even in private sites, "friends" may copy your post and then make it public.
    - Write the way you would speak in your professional assignment.
    - Adhere to the standards of professional practice and maintain appropriate school relationships at all times.
    - Maintain a public, professional relationship with students and their parents.
- Do not violate privacy, confidentiality, or legal guidelines.
    - Protect yourself and others by not revealing private, confidential, or sensitive information.
    - All use of social media must comply with privacy requirements of FERPA and GRAMA.
    - Personally identifiable student information, including photographs, shall not be included in personal social media. Ask permission before posting pictures or videos of others.
    - Pictures and videos of students are education records and require parent notification of directory information prior to posting. Additionally, any posting of a student photo or video may not include the student's name.
    - Never comment on anything related to legal matters or litigation.
- Report inappropriate online behavior.
- Take responsibility to ensure that student posts which violate laws or school policies are removed immediately and appropriate disciplinary action is taken.

## D.   *STUDENTS AND SOCIAL MEDIA*

To maintain a safe and productive learning environment, the District requires all students who access or create social networking sites through District resources to abide by the following:
- If something you are about to post makes you uncomfortable, take a minute to consult with others.
- Do not bully others online.
- Be open offline about what you experience online. Report inappropriate online behavior.
- Maintain proper professional relationships with any school employee.
- All statements must be true and not misleading.
- Only comment on things about which you are well informed.
- Do not violate privacy, confidentiality, or legal guidelines.
- Protect yourself and others by not revealing private, confidential, or sensitive information.
- Ask permission before posting pictures or videos of others.
- Maintain consistent, acceptable behavior online and offline.

## E.   *PARENTS AND SOCIAL MEDIA*

Parents are important partners in developing safe and appropriate use of social media and are encouraged to:
- Monitor your child's use of social media.
- Talk frankly to your child about proper online relationships and behaviors.
- Be friends with your children online in order to view your child's online posts.
- Be involved and aware.
- Report inappropriate online behavior.