

529 STAFF USE OF SOCIAL MEDIA

The Williams Bay Board of Education authorizes the use of social media to promote community involvement and facilitate effective communication with students, parents, staff, and the general public. This policy applies to all social media activities by district employees, including but not limited to the use of blogs, forums, social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Flickr, Tumblr, Instagram, Snapchat and YouTube) and any other web-based communications on publicly available sites.

The District Administrator is charged with designating the District-approved social media-platforms/sites. All use of social media must comply with this Policy and the District's Standards of Conduct, Confidentiality, Communications, Equal Employment, and Harassment-Free Workplace policies.

The District uses approved social media platforms/sites as interactive forms of communication. The District-approved social media platform/sites are considered limited public forums. District authorized personnel may reply to comments asking direct questions regarding dates, places, or times of District or building level events and/or programs but will not respond to or engage in dialogue about any other comments received.

Each District-approved social media account/site must contain a statement that specifies its purpose(s) and limits those who access the social media account/site to use of the account/site only for that/those purpose(s), and in accordance with any specified procedures, and applicable terms of service. Users are personally responsible for the content of their posts.

This entire social media policy is not intended to preclude or dissuade employees from engaging in activities protected by state or federal law including the National Labor Relations Act (NLRA) which protects employees who engage in concerted activity such as discussing wages, benefits, and terms and conditions of employment for the purpose of mutual aid and protection of fellow employees. Posting comments or other information consistent with this NLRA protection is not prohibited by this Policy.

The District recognizes that employees may use social media for personal, as well as professional reasons. The District neither encourages nor discourages employees' use of social media for purposes related to their District assignment to the same extent as it regulates any other form of employee communication in that regard. When participating in social media activities, including off duty and off premises, such activities must not violate any Board policies or otherwise interfere with the employee's or co-worker's job performance. The Board expects all employees to exercise professionalism and good judgment in any social media activities. Staff members must carefully consider the very public forum of social media platforms and act in a

way that properly represents both a professional reputation and the reputation of the Williams Bay School District.

There is no expectation of privacy for any comments or information related to or about the District posted on any Social media sites, whether made from the District technology system or a personal system or device. There is also no expectation of privacy for any information contained in a personal email or Twitter account or other Social media account or site if such site(s) or account(s) are accessed through the District's technology system or a District device.

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.

Social Media for Instructional and School-Sponsored Activities

Staff may, with prior approval/authorization from the District Administrator, use social media platforms/sites for communication about classroom instruction or school-sponsored activities, as well as to support classroom instruction. When a staff member uses a District-approved social media platform/site for an educational purpose, it will be considered an educational activity and will not be considered a limited public forum. Students' use of District-approved social media platforms/sites must be consistent with the Student Information and Communication Technologies Acceptable Use Policy 363.2. Staff are prohibited from posting or releasing personally identifiable information about students, employees, and volunteers through District-approved social media without appropriate consent.

Expected Standards of Conduct on District-Approved Social Media

Employees and District-approved volunteers who access District-approved social media platforms are expected to conduct themselves in a respectful, courteous, and professional manner. Students, parents, and members of the general public who access District-approved social media platforms are similarly expected to conduct themselves in a respectful, courteous, and civil manner.

District-approved social media sites shall not contain content that is obscene, is vulgar and lewd such that it undermines the school's basic educational mission; is libelous or defamatory; constitutes hate speech; promotes illegal drug use; is aimed at inciting an individual to engage in unlawful acts or to cause a substantial disruption or material interference with District operations; or interferes with the rights of others. The District may exercise editorial control over the style and content of student speech on District-approved social media if reasonably related to the legitimate pedagogical concerns. Staff or students who post prohibited content shall be subject to appropriate disciplinary action.

The District is committed to protecting the privacy rights of students, parents/guardians, staff, volunteers, Board members, and other individuals on District-approved social media sites. District employees and volunteers are prohibited from posting or releasing confidential information about students, employees, volunteers, or District operations through social media, without appropriate consent (i.e. express written consent from the parent of a student, the affected employee or volunteer, or the District Administrator concerning District operations).

Employees' Use of District Technology Resources to Access Social Media for Personal Use

Employees are permitted to use District Technology resources to access social media for personal use during work hours, provided it does not interfere with the employee's job performance. Employees are reminded that the District may monitor their use of District technology resources.

All contents of the District's systems are the property of the District. Therefore, employees have no expectation of privacy or claim of ownership in any message, files, data, document, facsimile, telephone conversation, post, text message, tweet, conversation, message, or any other kind of information or communication transmitted to, received, or printed from, or stored or recorded on the District systems, including when an employee accesses their own Social media site, Twitter account, and/or email account using the District's systems.

Employees' Use of Personal Communication Devices at Work to Access Social Media for Personal Use

Employees are permitted to use personal communication devices to access social media for personal use during work hours, provided it does not interfere with the employee's job performance.

Employees are prohibited from posting or engaging in communication that violates State or Federal law or Board policies. If an employee's communication interferes with their ability to effectively perform their job, or violates State or Federal law or Board policies, the District may impose disciplinary action and/or refer the matter to appropriate law enforcement authorities.