

WAUZEKA-STEUBEN SCHOOL DISTRICT

EMPLOYEE SOCIAL MEDIA POLICY

Social networking has become an integral part of the online experience for many Internet users. The School District of Wauzeke-Steuben, hereafter “District” does not allow personal usage of major social networking sites like Facebook, LinkedIn, YouTube, and Twitter on the District network unless it is for school-related topics.

The School Board understands that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, Wauzeke-Steuben School District has established this policy for appropriate use of social media.

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s blog, online journal or diary, personal web site, social networking or affinity web site, web bulletin board or chat room, whether or not associated or affiliated with the District, as well as any other form of electronic communication.

The same principles and guidelines found in the District policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Employees should make sure postings are always honest and accurate. Employees should also never post any information or rumors that employees know to be false. Before creating online content, consider some of the risks and rewards involved. Keep in mind that any employee conduct that adversely affects an employee’s job performance, the performance of fellow employees, or otherwise adversely affects the District, students and families, or community members of the District is not acceptable conduct and may result in disciplinary action up to and including termination of employment.

For purposes of this policy:

- A “Blog” is a type of website, usually maintained by an individual with regular entries of commentary, description of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order;
- An “Intranet” is a private network owned or controlled by the District;
- The District’s hardware, software, data, and components including any District supplied computer (such as a laptop, desktop, and associated hard drive), tablet, mobile device, server, email, instant messages, voicemail, database, application, firewall, router, switch, hub, wireless access point, or controller, adapter, cable, phone, fax, email, Virtual Private Network (VPN), storage device, shared drive, network resource, access list, filtering technology, intrusion detection/prevention technology, or any other similar tangible or intangible equipment or device connected to, related to, or containing District or related information.
- A “Personal Device” is any computer, laptop, mobile device, tablet, system, portal system, or any other technology not provided by the District.
- “Social media” is a collective reference to Intranet and Internet sites such as: social networking sites, including but not limited to Facebook, LinkedIn, and Google; video and photo sharing sites, including but not limited to, Flickr, YouTube, and Instagram; Micro-blogging sites including but

not limited to Twitter and Tumbler; forums and discussion boards such as Reddit and Yahoo, and other websites, blogs, or accounts that allow for and promote social and professional networking.

- “Social Networking” is interaction between groups of people using Social media to communicate.

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 of comments or other information consistent with this NLRA protection is not prohibited by this Policy.

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.

All copyright, privacy, and other laws that apply offline apply online as well. Be sure to credit your sources when posting a link or information gathered from another source. The District’s logos, trademarks, and service marks may not be used in a manner that would harm, distort, or alter the logo, trademark, or service mark.

Employees may not post anything on a system or device in the name of the District or in a manner that a reader believes it is the District’s position or view without prior written authorization from the District Administrator.

The District provides conditional authorization for personal use of social media, so long as it does not violate a District policy and does not interfere with an employee’s job performance. Circulating or posting of commercial, personal religious, or political solicitations chain letters, spam, or promotion of outside organizations unrelated to the District business during normal business hours are also prohibited unless protected or required by law or allowed by this Policy.

An employee’s online presence can and does impact the District. Be aware that an employee’s actions captured via images, posts, or comments can negatively reflect on the District. Do not reference or cite students or employees of the District without written consent.

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 not 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. An employee should not use the District’s system for any item personal to the employee or another persona relating to any matter the employee desires to keep private or confidential from the District or from any other user such as a fellow employee. If an employee chooses to post the employee’s own private information such as information on the employee’s use of lawful products, information regarding the employee’s protected class status or similar information and the employee allows the District access to such site, the employee has no expectation of privacy in such posting or use of such postings by others.

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.

All employees are advised that the District reserves the right to monitor, intercept, and review, without further notice, every employee's activity using the District's systems, including but not limited to, social media and social networking postings and activities using the District systems. District actions may include, but are not limited to, intercepting, accessing, recording, disclosing, inspecting, reviewing, retrieving, and printing of any and all transactions performed using the District's systems including when an employee accesses their own personal email, Social media, and social networking account. The District may store copies of such transactions, communications, and data and delete such copies without notice to the employee.

You may be asked to "endorse" or provide an online reference regarding a current or former employee. Please remember that if you do, you must make sure that you state you are providing the reference or endorsement on a personal basis and that you are not acting on behalf of the District.

Legal References:**Cross References:****Adoption Date: March 21, 2016****Date Revised:****Date Reviewed:**