

CODE: GBEEA

USE OF SOCIAL MEDIA BY SCHOOL STAFF

The School Committee recognized that social media has become an important means of communication with potential pedagogical value. This policy sets forth expectations for school staff when using social media for school-related and personal purposes. Staff members are expected to preserve the integrity of the learning environment and shall maintain professional boundaries with students at all times.

“Social media” shall mean technology and/or internet-based tool(s) for sharing and/or discussing information among users, and includes, but is not limited to, web pages, social networking, blogs, forums, social bookmarking, image sharing applications, social news sites, and gaming platforms.

Terms of Use

The school-related use of social media shall be subject to the following terms and conditions:

1. Content on school-related social media shall at all times comply with district policies, procedures, and regulations, as well as with any applicable state and federal laws (including confidentiality laws).
2. The responsible staff member shall monitor student use of school-related social media and shall remove content that violates district policies, procedures or regulations, or state of federal laws. Any inappropriate use of school-related social media shall be reported to building administration.
3. The School District may monitor any school-related social media for compliance with district’s policies, procedures and regulations.

Personal Use of Social Media

The Committee understands that many staff members use social media for personal purposes on personal time. Staff members shall keep their professional social media presence separate from their personal social media. Staff shall not use School District time, or their School District-issued email addresses for personal use of social media.

Staff members are prohibited from following students or engaging in any other interactions on social networking sites or through any digital applications (outside of any school-approved activity).

Staff members shall not engage in conduct on social media that violates Committee policies, procedures, and rules, or which distracts from or disrupts the educational process or the operations of the schools.

Violations of this policy may result in the withdrawal of approval to utilize social media for school purposes and/or disciplinary action, depending on the circumstances of each case.

Cross Reference: GBEEB - Employee Professional Conduct
 GCSA - Employee Computer and Internet Use
 GCSA-R – Employee Computer and Internet Use Rules

Adopted: October 16, 2018