

## Policy GCSB - Employee Use of Social Media

For the purpose of this policy, “social media” is defined as any form of online publication or presence that allows interactive communication. Social media includes, but is not limited to, social networks, blogs, Internet websites, Internet forums and wikis.

The Board recognizes that school employees may be interested in developing a social media presence for instructional, curriculum development, communications (including those associated with extracurricular activities) and/or staff development purposes.

School employees who use social media for professional purposes, are expected to comply with all applicable federal and state laws and regulations, Board policies and the school system’s “responsible use” (“acceptable use”) rules for technology and procedures and/or guidelines for social media use.

A school employee’s professional social media presence should be separate from his/her personal social media presence. School employees who maintain personal social media accounts are expected to comply with applicable laws, regulations and Board policies, maintain appropriate boundaries between students and staff, exhibit professional decorum, and not engage in conduct that distracts from or disrupts the educational process or the operations of the schools.

The Superintendent/designee(s) shall be responsible for developing rules and/or guidelines for employee use of social media. Such rules and/or guidelines will apply to school volunteers as well as school employees.

### **Cross References:**

- GBEB- Staff Conduct with Students
- GBEF- Personal and District Issued Personal Electronic Devices
- GCSA- Employee and Volunteer Computer and Internet Use
- IJNDB- Student Computer and Internet Use
- IJNDC-E(2) – Agreement to Publish Student Information on School Department Websites
- JRA- Student Education Records and Information

First Reading: 08/17/15

Second Reading: 09/02/15

Adopted: 09/02/15