STAFF USE OF SOCIAL MEDIA

The Salem School Board recognizes the benefit and purpose of employees using social media to communicate with colleagues, students, parents, and the community for school district or school-related purposes. The Board expects employees to do so in a responsible and professional manner. To that end, and in accordance with SSB Policy EHAA, Technology Responsible Use, sharing social media content with students, not directly related to academic work, is prohibited.

Employees communicating through social media for school district or school-related purposes represent the Salem School District. All communication with colleagues, students, parents and the community for school district purposes should be professional and age-appropriate, modeling the standards and integrity of a District professional. The same professional expectations apply to using social media as they do in other areas of professional activity within the District.

When staff establish and/or use social media on the district network and devices for communications that have District or academic related purposes, they have no expectation of privacy from the District with respect to such communications. School District administrators reserve the right to review social media used by staff on the district network and on district devices for District or school-related purposes or communication and to remove, disable, revise, and provide feedback regarding social media sites that do not adhere to the law or District regulations and/or do not reasonably align with Salem School Board policies.

It is not appropriate, for students and staff to engage in social media exchanges that are not related to academic work. The practice of faculty and staff “Friending” students or accepting “Friend requests” from students, or otherwise sharing social media content, not directly related to academic work, is not endorsed by the SSD. In the interest of protecting the students, faculty and staff from negative consequences that can and do arise as a result of social media exchanges, such exchanges are prohibited. Staff shall adhere to applicable privacy laws, including but not limited to FERPA, and policies in all district and school-related communications and interactions through social media. Staff shall exercise care and good judgment when posting content and information.

District employees are responsible for the content of any communication they post or send when communicating as employees of the Salem School District through social media. Staff shall be responsible for the content and upkeep of any social media sites they create for district and school-related purposes. The use of personal social media for District- or school-related communications is discouraged to avoid any misunderstanding between professional and personal communications.

All participation in social media communication shall comply with appropriate School District policies and standards. Employee engagement with personal social networking sites for individual use during assigned work hours is discouraged.

Adopted 4/18/17