

Staff Technology, Social Media and Other Electronic Communication

Computers are a powerful and valuable education and research tool and, as such, are an important part of the instructional program. In addition, the school district depends upon computers as an integral part of administering and managing the schools' resources, including the compilation of data and recordkeeping for personnel, students, finances, supplies and materials. This policy outlines the board's expectations in regard to these different aspects of the school district's computer resources. Employees must conduct themselves in a manner that does not disrupt from or disrupt the educational process and failure to do so will result in discipline, up to and including discharge.

General Provisions

The superintendent is responsible for designating a technology coordinator/director who will oversee the use of school district computer resources. The technology coordinator/director will prepare in-service programs for the training and development of school district staff in computer skills, appropriate use of computers and for the incorporation of computer use in subject areas.

The superintendent, working with appropriate staff, shall establish regulations governing the use and security of the school district's computer resources. The school district will make every reasonable effort to maintain the security of the system. All users of the school district's computer resources, including students, staff and volunteers, shall comply with this policy and regulation, as well as others impacting the use of school equipment and facilities. Failure to comply may result in disciplinary action, up to and including discharge, as well as suspension and/or revocation of computer access privileges.

Usage of the school district's computer resources is a privilege, not a right, and that use entails responsibility. All information on the school district's computer system is considered a public record. Whether there is an exception to keep some narrow, specific *content* within the information confidential is determined on a case by case basis. Therefore, users of the school district's computer network must not expect, nor does the school district guarantee, privacy for e-mail or use of the school district's computer network including web sites visited. The school district reserves the right to access and view any material stored on school district equipment or any material used in conjunction with the school district's computer network.

The superintendent, working with the appropriate staff, shall establish procedures governing management of computer records in order to exercise appropriate control over computer records, including financial, personnel and student information. The procedures will address:

- passwords,
- system administration,
- separation of duties,
- remote access,
- data back-up (including archiving of e-mail),
- record retention, and
- disaster recovery plans.

Staff Technology

All of the District's automated systems, including electronic mail, voice mail, Internet access and electronic storage systems, are District property and are not confidential. **The District has the right to access, review, copy, modify, and delete any information transmitted through or stored in the system, including e-mail messages.** Files containing personal information or business of an employee are treated no differently than the District's files, and the employee has no expectation of privacy in such materials.

COMPUTERS OWNED BY THE DISTRICT

Whether being used in the District or in another location:

- Only authorized employees, authorized students, or persons authorized by the administration may use the computer as use by others puts District assets and records in jeopardy. You are not to allow unauthorized persons access to District computer equipment, whether by allowing use of the computer or by viewing the contents of the computer.
- Only software approved by the District shall be loaded on the computer.
- Passwords need to be kept in a discreet location.

E-MAIL USAGE POLICY

Use of e-mail to engage in any communication in violation of District policies including transmission of defamatory, obscene, profane, offensive, or harassing messages, or messages that disclose personal information without authorization, is strictly prohibited.

Use caution in addressing messages to ensure that new messages are not inadvertently sent to the wrong party. This is critical because of the sensitive nature of the documents we often may be asked to e-mail. Always double check that the address you are using is correct and current.

E-mail and other electronic communications systems can be useful tools, permitting rapid and efficient communication with a large audience. This same strength can be a weakness, as a hastily written note may be subject to misinterpretation in the future, when the context is not so clear. This is particularly true when your message is subject to being forwarded, rerouted, or saved by others. For this reason, when sending electronic messages, you should keep the following text in mind: "Would I be concerned if I had to read this message out loud, under oath, as a witness in a courtroom proceeding?" If that possibility does not unduly concern you, then your message is probably acceptable.

Use of another user's name/account to access e-mail or the Internet is strictly prohibited.

INTERNET USAGE

Internet resources may be used only for purposes that effectively support the District's goals and objectives or for the non-business purposes that are approved by the administration. The District has the ability and reserves the right to review records of use of the World Wide Web.

The District will not be responsible for maintaining or payment of personal Internet accounts.

You must respect all copyright and license agreements regarding software or publications they access from the Internet. The District will not condone violations of copyright laws and licenses,

and you will be personally liable for any fines or sanctions caused by any license or copyright infringement.

Social Networking or Other External Web Sites

The Collins-Maxwell Community School District recognizes and encourages the use of social media as an educational and communication tool. The District also recognizes that the lines between educational and personal use of social media can be confusing. In all instances it is important that employees and students conduct themselves in such a way that their educational or personal use of social media does not adversely affect their status with the District. Just as the District encourages the use of social media, the District also encourages employees and students to use good and sound practices when using social media.

The purpose of this policy is to establish protocols for the use of social media by employees and students as well as to outline expectations for its use. These protocols are in place regardless of whether access to any social media is through a District-owned computer or other electronic device.

For purposes of this policy, “social media” is any form of online publication or presence that allows interactive communication, including, but not limited to, social networking websites such as Facebook, YouTube, Twitter, Instagram, or similar sites now or in the future. In addition, personal web pages or blogs, educational networking sites, email, texting, instant messaging, and other electronic communication fall under this policy as well.

For purposes of this policy any website, other than the school district web site or school-school district sanctioned web sites, are considered external web sites. Employees shall not post confidential or proprietary information, including photographic images, about the school district, its employees, students, agents or others on any external web site without consent of the superintendent. The employee shall adhere to all applicable privacy and confidentiality policies adopted by the school district when on external web sites. Employees shall not use the school district logos, images, iconography, etc. on external web sites. Employees shall not use school district time or property on external sites that are not in direct-relation to the employee’s job. Employees, students and volunteers need to realize that the Internet is not a closed system and anything posted on an external site may be viewed by others, all over the world. Employees, students and volunteers who don’t want school administrators to know their personal information, should refrain from exposing it on the Internet. Employees should not connect with students via external web sites without consent of the superintendent. Employees, who would like to start a social media site for school district sanctioned activities, should contact the superintendent.

Expectations for All Use of Social Media and Other Electronic Communication:

- Employees and students should understand and abide by the social media site’s policies and terms of use.
- Employees and students should understand that they are personally responsible for the content they post or otherwise publish on social media. Only predetermined staff members are to act as representatives of or spokespersons for the District.
- Employees and students should not post or otherwise publish content that is deemed

defamatory or obscene or which constitutes an incitement to imminent violence or a true threat, or which violates copyright or other intellectual property laws.

- Employees and students should be careful about the type and amount of personal information they provide on social media.
- Employees and students should not post or otherwise publish confidential or protected information about the District, its employees, or students. Disclosure of confidential or protected information may result in liability for invasion of privacy or defamation.
- Employees and students should set and maintain appropriate social networking privacy settings. Be aware that social media sites can change their privacy policies and standards at any time, possibly exposing posts that employees and students believed were private to the public.

Expectations for Educational Use of Social Media and Other Electronic Communication:

- Employees and students accessing social media or other electronic communication through a District-owned computer or other electronic device or network are subject to applicable laws and District policies and rules regarding acceptable use of such District-owned resources, including, but not limited to, the District’s Acceptable Use of the Internet policy (see Code No. 401.13a)
- Employees and students accessing social media or other electronic communication at school are subject to District policies and rules regarding appropriate conduct. It is important to remember that infractions prohibiting certain types of communication, such as bullying and harassment, also apply to electronic communication. Behavior that is inappropriate in face-to-face interactions with others at school should be considered inappropriate online.
- Employees may create a social media site for a school, class, or program only with the prior approval of the District Superintendent or designee. No school logos, mascots, photographs of the facilities, or other such graphic representations or images associated with the District may be used without permission.

Expectations for Personal Use of Social Media and Other Electronic Communication:

- Employees should carefully consider the pros and cons, potential difficulties, and additional responsibilities that may be involved if they accept current District students as “friends” or “follow” them on social media. Employees are expected to maintain appropriate professional boundaries in their electronic communications with students.
- Employees should consider whether a particular posting on social media or other electronic communication puts their professional reputation and effectiveness as a District employee at risk.
- Students should consider that their social media or other electronic communication use may result in disruption at school and the school may need to get involved.

Employees and students found to have engaged in inappropriate use of social media or other electronic communication may be subject to disciplinary action by the District, up to and including termination and expulsion. It is the responsibility of the superintendent to develop administrative regulations implementing this policy.