

SECOND READING BY BOARD

po7544

USE OF SOCIAL MEDIA

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7544 - USE OF SOCIAL MEDIA

Technology is a powerful tool to enhance education, communication, and learning.

The Board authorizes the use of social media to promote community involvement and facilitate effective communication with students, parents, staff (including District-approved volunteers), and the general public. Social media is defined in Bylaw 0100 - Definitions.

Employees and District-approved volunteers are prohibited from using District-approved social media platforms/sites to communicate privately (i.e., one-on-one) with individual students.

The Superintendent is charged with designating the District-approved social media platforms/sites, which shall be listed on the District's website. which all Board members, staff, coaches/advisors, _ and approved volunteers are required to use when communicating _ via social media with each other and/or _ with students.

~~(X) ; - These communication platforms which - shall be listed on the District's website : - [END-OF-OPTION]~~

~~In designating District-approved social media platforms/sites, the Superintendent shall specify which platforms/sites are appropriate for use at the District-level, the building or department level, for extra-curricular activities, and at the individual level by employees for professional purposes consistent with the Board's authorization for the official use of social media by individual buildings, departments, activities, or staff members.~~

It is critical that students be taught how to use social media platforms safely and responsibly. Social media (as defined in Bylaw 0100 - Definitions) is a powerful and pervasive technology that affords students and employees the opportunity to communicate for school and work purposes, and to collaborate in the delivery of a comprehensive education. Federal law mandates that the District provide for the education of students regarding appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and regarding

cyberbullying awareness and response. See Board Policy 7540.03 – Student Technology Acceptable Use and Safety.

The District recognizes that employees may use social media for personal, as well as professional reasons. The District neither encourages nor discourages employees' use of social media for personal purposes. The District regulates employees' use of social media for purposes related to their District assignment to the same extent as it regulates any other form of employee communication in that regard.

The District uses approved social media platforms/sites as interactive forms of communication and accepts public comments. The District-approved social media platforms/sites are considered limited public forums. As such, the District will monitor posted comments to verify they are on-topic, consistent with the posted rules for use of the forum, and in compliance with the platform/site's applicable terms of service. The Board's review of posted comments will be conducted in a viewpoint-neutral manner, and consistent with State and Federal law. Employees' personal posts on the public platforms/sites are limited/restricted to matters of general public interest that are not related to the employee's specific employment and wholly unrelated to the employee's job responsibilities (i.e., matters where it is clear the individual is posting not in an official capacity, but simply as a member of the public). Employees in administrative positions are ordinarily not permitted to post personal comments on matters of general public interest because to do so could be misconstrued as Board-sponsored speech.

Each District-approved social media account/site must contain a statement that specifies its purpose(s) and limits those who access the social media account/site to use of the account/site only for that/those purpose(s), and in accordance with any specified procedures, and applicable terms of service. Users are personally responsible for the content of their posts.

The Superintendent or designee shall maintain the District's social media presence with respect to general announcements, notices, or other such communications that are disseminated to the public at large or specific audiences within the community. To the extent individual staff members or volunteers wish to post information or announcements to a District social media platform, the staff member or volunteer may request that the Superintendent or designee approve and post such information. (This provision does not apply to social media communications that are related to instructional and school-sponsored activities.)

Social Media for Instructional and School-Sponsored Activities

Staff (including District-approved volunteers) may, with prior approval/authorization from the Principal, use social media platforms/sites for communications about

1 classroom instruction or school-sponsored activities, as well as to support classroom
2 instruction. When a staff member uses a District-approved social media platform/site
3 for an educational purpose, it will be considered an educational activity and will not be
4 considered a limited public forum. Students' use of District-approved social media
5 platforms/sites must be consistent with the Student Code of Conduct, Policy 5722/AG
6 5722 – School-Sponsored Student Publications and Productions, Policy 7540.03/AG
7 7540.03 – Student Technology Acceptable Use and Safety, the instructor's
8 directions/procedures, and the platform/site's applicable terms of service. Students are
9 prohibited from posting or releasing personally identifiable information about students,
10 employees, and volunteers through District-approved social media without appropriate
11 consent.

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13 Staff members (including District-approved volunteers) must provide parents of
14 students involved in a school-sponsored activity the ability to opt-out of having their
15 child use social media platforms/sites for communication purposes associated with that
16 activity, and arrange for an alternative method of communicating with the participating
17 student concerning the school-sponsored activity.

18 **Expected Standards of Conduct on District-Approved Social Media**

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20 Employees and District-approved volunteers who access District-approved social media
21 platforms are expected to conduct themselves in a respectful, courteous, and
22 professional manner. Students, parents, and members of the general public who access
23 District-approved social media platforms are similarly expected to conduct themselves
24 in a respectful, courteous, and civil manner.

25
26 District-approved social media sites shall not contain content that is obscene; is vulgar
27 and lewd such that it undermines the school's basic educational mission; is libelous or
28 defamatory; constitutes hate speech; promotes illegal drug use; is aimed at inciting an
29 individual to engage in unlawful acts or to cause a substantial disruption or material
30 interference with District operations; or interferes with the rights of others. The District
31 may exercise editorial control over the style and content of student speech on District-
32 approved social media if reasonably related to legitimate pedagogical concerns. Staff or
33 students who post prohibited content shall be subject to appropriate disciplinary
34 action.

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36 The District is committed to protecting the privacy rights of students,
37 parents/guardians, staff, volunteers, Board members, and other individuals on District-
38 approved social media sites. District employees and volunteers are prohibited from
39 posting or releasing confidential information about students, employees, volunteers, or
40 District operations through social media, without appropriate consent (i.e., express
41 written consent from the parent of a student, the affected employee or volunteer, or
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the Superintendent concerning District operations). ~~(-) - Identification of a student in any - (-) - social media post - (-) - publication and/or social media post - [END OF OPTION] - from the District must be approved by the parent in advance: - [END OF OPTION]~~ Any postings by District employees that identify students must be consistent with Policy 1213/ Policy 3213/ Policy 4213 - Student Supervision and Welfare.

~~Employees and District-approved volunteers are prohibited from using District-approved social media platforms/sites to communicate privately (i.e., one-on-one) with individual students.~~

Retention of Public/Student Records

District communications that occur through the use of District-approved social media platforms/sites – including staff members’/volunteers' use of social media with school sponsored activities, and comments, replies, and messages received from the general public – may constitute public records or student records, and all such communications will be maintained (i.e., electronically archived) in accordance with the Board’s adopted record retention schedule and all applicable State statutes. (See AG 8310A – Public Records)

Staff members and District-approved volunteers cannot rely on social networking platforms (e.g., Facebook, Twitter, etc.) to sufficiently fulfill potential records retention requirements because these platforms, in general, do not guarantee retention and are unlikely to assist in the production of third-party comments and communications that have been edited, deleted, or are otherwise no longer available. Consequently, District employees and volunteers who use such social media accounts for professional communications must operate them in accordance with the general archiving practices and technology instituted by the District so records remain within the District’s control and are appropriately retained.

If a staff member uses District-approved social media platforms/sites in the classroom for educational purposes (i.e., classroom instruction), the staff member must consult with the Principal concerning whether such use may result in the creation of public and/or education records that must be maintained (i.e., electronically archived) for a specific period of time.

Employees' Use of District Technology Resources to Access Social Media for Personal Use

Employees and current District-approved volunteers are permitted to use District technology resources (as defined in Bylaw 0100 - Definitions) to access social media for

1 personal use during work hours, provided it does not interfere with the
2 employee's/volunteer's job performance.

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4 They are reminded that the District may monitor their use of District technology
5 resources.

6 7 **Employees' Use of Personal Communication Devices at Work to Access Social** 8 **Media for Personal Use**

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10 Employees are permitted to use personal communication devices to access social
11 media for personal use during work hours, provided it does not interfere with the
12 employee's job performance.

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14 Employees and District-approved volunteers are prohibited from posting or engaging in
15 communication that violates State or Federal law, Board policies, or administrative
16 guidelines. If an employee/volunteer's communication interferes with the
17 employee's/volunteer's ability to effectively perform the employee's or volunteer's job,
18 or violates State or Federal law, Board policies, or administrative guidelines, the District
19 may impose disciplinary action and/or refer the matter to appropriate law enforcement
20 authorities.

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22 This policy and its corresponding administrative guideline will be reviewed and
23 updated as necessary.

24 Revised 6/19/23

25 Revised 4/17/24

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28 29 **Legal**

30 Protecting Children in the 21st Century Act, Pub. L. No. 110-385, Title II, Stat. 4096
31 (2008)

32 Children's Internet Protection Act (CIPA), Pub. L. No. 106-554 (2001)
33 118.07(7), Wis. Stats.