

CENTENNIAL SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: SOCIAL MEDIA

ADOPTED: April 4, 2017

REVISED:

	<p style="text-align: center;">815.1 SOCIAL MEDIA</p> <p>1. Purpose</p> <p>Centennial School District (CSD) realizes that part of 21st century learning is adapting to the changing methods of communication. The District also recognizes the values of teacher, employee and student inquiry, investigation, and innovation when using new technology tools to enhance the educational experience. It is the District’s obligation to teach and promote responsible and safe use of these technologies with an understanding that teachers and students engaging, collaborating, learning and sharing in these digital environments is an important part of 21st century learning.</p> <p>Because of the wealth of new social media tools available, student and employee products and documents have the potential to reach audiences far beyond the classroom. This helps connect the classroom to the real world, which can provide immense educational value. It also translates into a greater level of responsibility and accountability for everyone.</p> <p>The purpose of this policy is to provide rules and guidelines for employees and students who currently use or would like to use social media personally or as a tool to enhance instruction.</p> <p>2. Definitions</p> <p>Social Media is defined as a broad scope of online communication tools that allow for and/or facilitate various means of interaction, communication and information sharing. Social media transforms one-way communication and information sharing into an interactive dialogue, where a key component is the creation and exchange of user-generated content. Social media include, but are not limited to:</p> <ul style="list-style-type: none"> • <u>Blogs</u>: Web logs or journals where authors and users can post textual, audio or video content, and where some permit others to post comments on their blogs. • <u>Microblogs</u>: Websites that allow users to post short entries consisting of various media. • <u>Social Networks</u>: Websites where users can create customized profiles and form connections with others based on shared characteristics and interests. • <u>Wikis/Shared Workspaces</u>: Resources or documents edited collaboratively by a community of users with varying levels of editorial control. • <u>Mobile and Location Based</u>: Online media created primarily for use and sharing
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<p>3. Delegation of Responsibility</p> <p>4. Restrictions</p>	<p>via mobile phones or tablets.</p> <ul style="list-style-type: none"> • <u>Virtual Worlds/Massively Multiplayer Online Games (MMO or MMOG)</u>: Web or software-based platforms that allow users to create avatars or representations of themselves, and through these avatars to meet, socialize and transact with other users. • <u>Education-Based/Learning Management Systems (LMS)</u>: Online instructional environments created primarily for classroom collaboration and group instruction. These are open to a select number of users; an administrator may have more control of contributed content. <p>These guidelines cover all current and future media that fit the above definition of “Social Media”.</p> <p>Communication and Information Systems(CIS) consist of, but are not limited to, School District computers, mobile devices (such as iPads), logical and physical networks, the Internet, electronic communications, information systems, databases, files, software, peripherals, interactive devices (such as SmartBoards) and media.</p> <p>Students are persons enrolled in Centennial School District schools.</p> <p>Employees are persons employed by the Centennial School District, including teachers, administrators, support staff, custodial and maintenance staff, and all others.</p> <p>The School District intends to strictly facilitate a teaching and learning atmosphere, to foster the educational purpose and mission of the Centennial School District and to protect against outside and internal risks and vulnerabilities.</p> <p>As set forth more fully in Policy 815. Acceptable/Responsible Use, the Centennial School District has the right, but not the duty, to inspect, review, or retain electronic communication created, sent, displayed, received or stored over its network and to monitor, record, check, track, log, access or otherwise inspect its network.</p> <p>The District will cooperate to the extent appropriate with social media sites, internet service providers, local, state and federal officials in investigations or with other legal requests, whether criminal or civil actions.</p> <p>It is prohibited for employees to engage in personal social-networking “friendships” on Facebook or other social networking sites with students. Engaging in personal social-networking “friendships” with parents or guardians of students must be carefully considered.</p> <p>Whether or not an employee chooses to participate in online social media activities is his or her own decision. However, all employees and students who do choose to utilize social media which may be accessed on school property and/or through the</p>
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<p>5. Exceptions</p> <p>6. Consequences for</p>	<p>District’s network must fully comply with these guidelines.</p> <p>If an employee or student has any doubts or concerns about how these guidelines apply to his/her situation, or how they might apply to some new form of social media in the future, he/she must err on the side of caution and direct questions and concerns to a building or central office administrator before making use of such media. If an employee or student has information suggesting an alleged violation of these guidelines, it should be reported immediately to a building or central office administrator.</p> <p>Employees and students must understand there are significant repercussions to posting inappropriate content on social media. Users may not utilize social media in a way that violates School District policies, Applicable Laws, disrupts the school environment, or in a way that poses a reasonably foreseeable risk of disrupting the school environment. (Policy 249. Bullying/Cyberbullying)</p> <p>All employees and students must refrain from communicating inappropriate materials and information when using social media of any kind for instructional or personal purposes, keeping in mind that such materials may be copied and forwarded by others, including, but not limited to:</p> <ul style="list-style-type: none"> • Confidential, personally identifiable, or otherwise sensitive information pertaining to CSD, its students, employees or guests. • Child pornography, sexual exploitation, bullying/cyberbullying, or inappropriate commercialization of childhood experiences. • Defamatory or discriminatory statements or images. • Proprietary information of CSD and/or a CSD vendor. • Infringed upon intellectual property, such as information that violates copyright laws. • Terroristic threats. • Illegal items and activities. <p>Employees are not permitted to create social media accounts of any nature which imply ownership, control or an official account of CSD or a District school, or allege to represent the District or school’s position on any issue without the express permission of the District’s Superintendent. Employees are not permitted to represent themselves as CSD or school spokespeople through social media without the express permission of the District’s Superintendent.</p> <p>The District understands there will be circumstances where personal relationships exist between an adult and a student, e.g. when an employee’s children are current/past students of the District or when those children become friends with other students. This policy is not intended to interfere with such relationships or to limit activities consistent with such relationships.</p> <p>At a minimum, students who do not abide by these terms and conditions may lose</p>
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<p>Inappropriate, Unauthorized and Illegal Use</p>	<p>their opportunity to take part in the project and/or access to future use of online tools.</p> <p>In addition to the provisions of the District policies, students and employees are expected to follow general rules for behavior, ethics, and communications when utilizing social media.</p> <p>Students and employees must be aware that violations of this policy, the District's Acceptable Use Policy or other CSD policies, regulations, rules or procedures, or statutes, Applicable Laws or unlawful use of social media systems and information, may result in:</p> <ul style="list-style-type: none">○ <u>For students</u>: loss of access to CSD's systems and other appropriate disciplinary actions, including but not limited to, warnings, usage restrictions, loss of privileges, suspension, expulsion, penalties provided in statutes, regulations, and other laws and/or legal proceedings, referral to law enforcement, depending on the severity of the offense and as determined to be appropriate by CSD on a case-by-case basis, in accordance with the Pennsylvania School Code of 1949.○ <u>For employees</u>: loss of access to CSD's systems and other appropriate disciplinary actions, including but not limited to, warnings, usage restrictions, loss of privileges, position reassignment, oral or written reprimands, suspension (with or without pay), dismissal, breach of contract, penalties provided in statutes, regulations, and other laws and/or legal proceedings, referral to law enforcement depending on the severity of the offense and as determined to be appropriate by CSD on a case-by-case basis, in accordance with the collective bargaining agreement and/or the Pennsylvania School Code of 1949. <p>See also Policy 815. Acceptable/Responsible Use - Students</p>
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