

Any school district employee or volunteer using social media sites, such as Facebook, Snapchat and Twitter will follow the rules outlined in this policy. Failure to adhere to this policy or conducting in activities that are against the best interest of the District may result in administrative action, termination or nonrenewal of the contract of employment.

CONFIDENTIAL AND PROPRIETARY INFORMATION

Employees shall not post confidential or proprietary information about the District, its employees, students, agents, or others. The employee shall adhere to all applicable privacy and confidentiality policies adopted by the District or as provided by State or Federal law.

Employees shall not use the District's logos, images, iconography, etc. on personal social media sites. Employees shall not use the District's name to promote a product, cause, political party, or political candidate. Employees shall not use personal images of students, names, or data relating to students, absent written authority of the parent guardian or emancipated student.

PERSONAL SITES

Employees will only use non-District email and personal social media during non-work times, such as during lunch or before or after school. Any use must occur during times and places that will not interfere with job duties, negatively impact job performance, or otherwise be disruptive to the school environment or its operation.

Employees who identify themselves as a District employee online should clearly state that the views expressed, posted, or published are personal views, not those of the District, its Board, employees, or agents.

Professional Accounts

Employees who decide to engage in professional social media activities will maintain separate professional and personal email addresses. Staff members will not use their District email address for personal social media activities. Use of District email for this purpose is prohibited and will be considered a violation of District policy that may result in disciplinary action.

CONTACT WITH STUDENTS

Pursuant to the Code of Ethics for Idaho Professional Educators, individuals shall maintain a professional relationship with all students, both inside and outside of the classroom. Excessive informal or social involvement with students is therefore prohibited. This includes:

1. Listing Kuna School District students as "friends", followers on networking sites wherein personal information is shared or available for review which results in the certificated professional employee not maintaining the Code of Ethics requiring professional relationships with students both inside and outside the classroom;

2. Contacting students through electronic means other than the District's email and telephone system;
3. Coaches electronically contacting a team member or members without including all team members in the communication; (see approved list of apps on web page)
4. Giving private cell phone or home phone numbers to students without prior approval of the District Communications Office.
5. Inappropriate contact of any kind including via electronic media.

This policy does not prohibit District staff and students from the using educational websites or social networking websites created for curricular, co-curricular, or extracurricular purposes where the professional relationship is maintained with the student.

Failure to maintain a professional relationship with students, both inside and outside of a classroom setting, including interaction via social networking websites of any nature, emailing, texting, or any other electronic methods will result in the required reporting of such conduct to the Professional Standards Commission by the District's Administration and may result in termination after an investigation.

DISTRICT-SPONSORED SOCIAL MEDIA ACTIVITY

Employees wishing to use Facebook, Twitter, or other similar social media sites to communicate meetings, activities, games, responsibilities, announcements etc., for a school-based club or a school-based activity or an official school-based organization, must comply with the following rules:

1. Employees are required to maintain appropriate professional boundaries in the establishment and maintenance of all such District-sponsored social media activity. This includes maintaining a separation between the school activity pages and employees' personal social media profiles and pages;
2. Employees responsible for the site will monitor it regularly and will maintain proper controls over the group to guarantee that only authorized students, parents and employees have access and that said site will only be used for educational purposes related to the club, activity, organization, or team;
3. Postings made to the site must comply with the District's Policy 5335 Employee Use of Electronic Communications Devices;
4. Employees will not make contact with students on the social media platform outside of the group;
5. Parents shall be permitted to access any site that their child has been invited to join. The group page will also include a notice saying, "Parents are encouraged to report any communications by students or school personnel they believe to be

inappropriate to District administration”;

6. Usage of these sites by students shall be optional and shall not be made a requirement, either directly or in appearance, to membership in a school-based club or a school-based activity or an official school-based organization. Employees must guarantee that all students receive the same information by setting up mechanisms for delivering information to students that are not willing or able to be part of a social media group;
7. The employee’s supervisor shall be permitted access to any site established by the employee for a school-related purpose; and
8. The Superintendent or designee reserves the right to shut down or discontinue any Employee owned site he or she believes is in violation of these rules or if it is in the best interest of the students.



LEGAL REFERENCE:

Code of Ethics for Idaho Professional Educators

ADOPTED: July 17, 2018