

EMPLOYEE USE OF SOCIAL MEDIA

The Livingston Parish School Board recognizes the importance of incorporating current technology tools, including new methods of electronic communication, into the classroom to enhance student learning. It further recognizes the importance of employees, students and parents engaging, learning, collaborating and sharing in digital environments as part of 21st Century learning. The Livingston Parish School Board strives to ensure that electronic communication tools incorporated into the school curriculum are used responsibly and safely.

The Livingston Parish School Board acknowledges that employees may engage in the use of social media during their personal time. Employees who use social media for personal purposes must be mindful that they are responsible for their public conduct even when not acting in their capacities as school system employees. All employees, including student teachers and independent contractors shall comply with the requirements of this policy when using electronic social media for personal purposes.

For the purposes of this policy, *social media* includes, but is not limited to, personal websites, web logs (blogs), wikis, social network sites, online forums, virtual worlds, video-sharing websites and any other social media generally available to the public or consumers that does not fall within the Livingston Parish School Board's technologies network.

SOCIAL MEDIA COMMUNICATIONS INVOLVING STUDENTS

The use of electronic media for communicating with students and parents is considered an extension of the employee's workplace responsibilities. Accordingly, the Livingston Parish School Board shall expect employees to use professional judgment when using social media or other electronic communications.

EMPLOYEE PERSONAL USE OF SOCIAL MEDIA

The Livingston Parish School Board respects the right of employees to use social media as a medium of self-expression on their personal time. As role models for the school system's students, however, employees shall be responsible for their public conduct even when they are not performing their job duties as employees of the School Board. Employees shall be held to the same professional standards in their public use of social media and other electronic communications as they are for any other public conduct. Furthermore, employees remain subject to applicable state and federal laws, Livingston Parish School Board policies, and administrative regulations and procedures, even if communicating with others concerning personal and private matters. If an employee's use of social media interferes with the employee's ability to effectively perform his or her job duties, the employee shall be subject to disciplinary action, up to and including termination of employment.

Employees shall be prohibited from accessing social networking websites for personal use during instructional time or with School Board technological resources.

POSTING TO SOCIAL MEDIA SITES

Employees who use social media for personal purposes shall be aware that the content they post may be viewed by anyone, including students, parents and community members. Employees shall observe the following principles when communicating through social media:

1. Employees shall not post confidential information about students, employees or School Board business.
2. Employees shall be professional in all Internet postings related to or referencing the School Board, students and other employees.
3. Employees shall not use the school system's logo or other copyrighted material of the School Board without express, written consent from the Livingston Parish School Board.
4. Employees shall not use Internet postings to libel or defame the Livingston Parish School Board, individual School Board members, students or any employees.
5. Employees shall not use Internet postings to harass, bully or intimidate other employees or students in violation of policy *JCDAF*, *Bullying or Hazing*, or state and federal laws.
6. Employees shall not post inappropriate content that negatively impacts their ability to perform their jobs.
7. Employees shall not use Internet postings to engage in any other conduct that violates Livingston Parish School Board policy and administrative regulations or procedures or state and federal laws.
8. Employees' comments related to a school shall always meet the highest standards of professional discretion. When posting, even on the strictest settings, employees shall act on the assumption that all postings are in the public domain.
9. Employees shall not make statements that in any way violate any of the school's or School Board's policies, administrative regulations or procedures, including those concerning discrimination or harassment.
10. Employees shall not disclose any confidential information of the school, or

confidential information obtained during the course of his/her employment, about any individuals or organizations, including students and/or their families.

11. Employees shall not post identifiable images or recordings of a student without permission from the student and the student's parents or legal guardians.

MANAGING DISTRICT SOCIAL MEDIA ACCOUNTS

Employees who manage or contribute to official Livingston Parish Public Schools social media accounts or that of a local site (individual school) shall be expected to represent the School Board professionally, as ambassadors to the general community. Employees should post information that is useful and appropriate for public consumption. Additionally, employees should refrain from posting any personal or political viewpoints or derogatory language on School Board social media accounts.

An employee seeking to utilize and/or establish a non-school-controlled social media website for school-related purposes shall obtain prior written approval from the Superintendent or his/her designee and site administrator and meet any applicable requirements of policies.

Employees shall respect copyright and fair use guidelines when posting content on Livingston Parish Public Schools social media accounts or that of a local site (individual school) social media accounts. Photos of students may only be posted if they are appropriate under current parent media consent forms.

CONSEQUENCES

Any employee who has been found by the Superintendent or designee to have violated this policy may be subject to disciplinary action, up to and including dismissal.

The Superintendent shall establish and communicate to employees guidelines that are consistent with this policy.

New policy: July, 2020

Ref: US Constitution, Amend. I; 17 USC 101 et seq. (*Copyrights*); 18 USC 2510-2522 (*Electronic Communications Privacy Act*); 20 USC 1232g (*Family Educational*

FILE: EFAA
Cf: BH, EFA, GAMIA
Cf: GBRA, IFBGA, JR

Rights and Privacy Act; 20 USC 6777 (*Internet Safety*); 47 USC 254(h)(5) (*Children's Internet Protection Act*).