MSD of Wayne Township Social Media Guidelines for Employees

Purpose for Social Media Guidelines

The MSD of Wayne Township recognizes the need to adapt to modern methods of communication. To this aim, the MSD of Wayne Township has adopted the following guidelines to provide direction for employees when participating in online social media activities. These guidelines are based on the district's Responsible Use of Board Technology Policy (IJND). Employees should review and become familiar with the Responsible Use of Board Technology Policy before participating in online social media activities.

The MSD of Wayne Township does not violate employee freedom of speech legal standards, but employees should know that there are limits to these legal standards. For example, school districts may discipline employees for online postings that substantially disrupt or reasonably can be foreseen to substantially disrupt school operations. Any conduct that adversely affects your job performance, the performance of fellow employees, or otherwise adversely affects the MSD of Wayne Township may result in disciplinary action up to and including termination. The MSD of Wayne Township Social Media Guidelines, however, do allow employees to participate in online social activities both personally and professionally and the MSD of Wayne Township will not violate the legal rights of any employee.

When accessing, creating, or contributing to any blogs, wikis, podcasts, or other social media for classroom or district use, employees must follow these guidelines.

What is Social Media?

Social media is user-created online content designed in a collaborative environment where users share opinions, knowledge, and information with each other. Tools include, but are not limited to:

- Blogs (Blogger, WordPress, etc.)
- Wikis (Wikispaces, Google Sites, etc.)
- Social Networking Sites (Facebook, Twitter, etc.)
- Photo and Video Sharing Sites (YouTube, Flickr, Instagram, etc.)
- Social Bookmarking (Diigo, Delicious)
- Podcasting and Vodcasting
- Interactive Online Games

Personal Responsibility

Employees with a personal online presence should be mindful of the information they post. Online behavior should reflect the same standards of honesty, respect, and consideration that are used face-to-face. Even if information is deleted, it still may be stored on a site's server for a longer period of time. Employees should know that content generated by employees could reflect positively or negatively on the district.

Employees are responsible for familiarizing themselves with the appropriate security settings for any social media (personal or professional) that they use. Employees should adjust the settings for all social media to assure that any personal content may only be viewed by the employee's intended audience. It is important also to keep in mind that even if one's privacy settings are set properly, it is still possible for anyone to see an employee's

online content, regardless of whether the employee intended for them to see the content. For example, if one enables settings such as Facebook's ability to allow "friends of friends" to view one's content, it is extremely likely that unintended viewers will have access to pictures and other personal content.

Employees may not use email, text messaging, instant messaging, or social networking sites to discuss with a student a matter that does not pertain to school-related activities. Appropriate discussions would include the student's homework, class activity, school sport or club, or other school-sponsored activity. Electronic communications with students should be sent simultaneously to multiple recipients, not to just one student, except where the communication is clearly school-related and it is inappropriate for persons other than the individual student to receive (for example, emailing a message about a student's grades). These guidelines do not apply to communications between family members and participants in civic, recreational, or religious organizations.

Social media friendships should be conducted with caution with parents or guardians of students.

Material that employees post on social networks that is publicly available to those in the school community should reflect the professional image applicable to the employee's position and not impair the district's or employee's capacity to maintain the respect of students and parents/guardians or impair the employee's ability to serve as a role model for children.

Employees should never represent themselves as speaking for the MSD of Wayne Township unless clearly authorized to do so. If the district is a subject of the content, employees should be clear and open about the fact that their views do not represent those of the district or fellow employees. Employees are encouraged to use a disclaimer such as, "The content on this site is my own and does not necessarily reflect the views of the MSD of Wayne Township."

Professional Responsibility

Social media in the classroom is an extension of the physical classroom. What is inappropriate in the classroom is inappropriate through social media if used for instruction. Employees are encouraged to use existing district toolsets (such as My Big Campus, Google Apps, or Angel) to interact with students.

School Logos

Employees must obtain written permission from the Director of Communications before using any district logo or image. Employees must obtain written permission from a building principal before using any school logo.

Copyright and Fair Use

Employees using social media should follow copyright and fair use guidelines. Sources should be cited when quoting. Information may be shared with others by linking to the source and using embedded content. If a hyperlink is used, staff should confirm that the link goes where it should and that the content is appropriate.