

## EMPLOYEE USE OF SOCIAL MEDIA/SOCIAL NETWORKING

This policy addresses the personal use of social networking sites (e.g., Facebook, LinkedIn, YouTube, Twitter, Snap Chat, Instagram, and all other web tools) by East Millinocket School Department employees. “Personal use” does not include the use of social networks by teachers and school administrators for collaboration in curriculum development and instruction or other activities conducted in carrying out their job responsibilities.

East Millinocket School Department employees are prohibited from engaging in social networking for personal use while carrying out their responsibilities during the school day, while performing work for the East Millinocket School Department outside of the school day on school premises, or while performing work for East Millinocket Schools at any other location.

The School Board respects the rights of school employees to use social media as a means of communication and self-expression on their own time. In doing so, East Millinocket School Department employees should remember that they are role models for East Millinocket School Department students and that their social media conduct may be viewed as representative of East Millinocket Schools. East Millinocket School Department employees who use social media are expected to maintain a professional demeanor at all times in their postings on social media sites, whether using East Millinocket School Department-owned or privately-owned technology.

East Millinocket School Department employees are prohibited from posting word content, images, videos, or other displays or communications on social networking sites that violate law or East Millinocket School Board policies. Employees should avoid postings that may be perceived as detrimental to his/her effectiveness as a teacher or ability to fulfill his/her professional responsibilities, or which could reasonably be expected to result in substantial disruption of the instructional program or the operations of the schools. An employee who is responsible for postings that compromise the employee’s effectiveness as a teacher, ability to fulfill his/her professional responsibilities or which result in substantial disruption of the instructional programs or operations of the schools may be subject to discipline up to and including termination.

Employees shall maintain professional employee-student relationships at all times.

Employees may not use school or district logos on any social media site without permission from the Superintendent/designee or represent his/her views as those of the East Millinocket School Department or of the School Board.

Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential student, staff or East Millinocket School Department information or the posting of content of any kind that violates privacy or protected rights.

## POLICY GCSAA

Employees who use East Millinocket School Department technology to engage in social networking have no expectation of privacy. The East Millinocket School Department reserves the right to monitor employee use of East Millinocket School Department technology, including the use of social networking sites.

The Superintendent/designee is encouraged to develop guidelines for the acceptable use of social networking by East Millinocket School Department staff. Employees who are uncertain as to whether their postings to social media sites are appropriate or are in compliance with this policy or East Millinocket School Department guidelines should contact the Director of Technology or the building principal.

Adopted: 3/4/2019