

Employee and Encore Social Media Use

Intent of Policy

Encore seeks to ensure that its use of social media technology enhances the professional and academic culture of Encore. Social media technology, used appropriately, can provide significant educational and professional benefits to students and Encore staff. It can be used to enhance education, communication, and learning. Encore may, in its discretion, determine it is appropriate to utilize social media technology for the promotion of Encore activities and dissemination of information to students, parents, and the public.

Social Media Defined

For the purposes of this policy, social media is generally defined as an electronic service or account, or electronic content, including, but not limited to, videos, still photographs, blogs, video blogs, podcasts, instant and text messages, email, online services or accounts, or Internet Web site profiles or locations.

“District-related social media use” refers to the use of social media for an Encore related activity.

“Personal social media use” refers to use of social media that is not related to an employee’s work at Encore, for example, when an employee establishes a Twitter account for personal use.

(Ed. Code § 49073.6.)

Authorized Encore-Related Social Media Use

All Encore-related social media use is regulated by the Board through this policy and through any supplemental guidelines developed by the CEO. Employees must receive authorization from the CEO before using any social media for Encore-related activities as follows:

1. Employees shall make a written request for Encore-related social media use. The request will specify each social media platform(s) and the job-related objectives for using each platform(s);
2. The CEO shall have 10 days to review the request. During this time the request may also be reviewed by the Technology Dept.
3. After the reviewing the request, the CEO shall provide one of the following responses in writing:
 - a. Authorize the request as proposed;
 - b. Reject the request in its entirety;
 - c. Request additional information from the employee making the request; or
 - d. Authorize an amended or modified version of the original proposal, or provide more limited authorization than what was requested by the employee.



4. The CEO's written response shall provide a brief explanation for any denial of or modification to a proposal;
5. If a request is approved by the CEO, a signed authorization will be forwarded to the Technology Dept, which may, as needed, assist in setting up accounts and in reviewing any accounts to ensure that appropriate privacy and security features are in place; and
6. The employee's use of Encore-related social media is limited to those areas specifically authorized by the CEO, by the terms of this policy, by privacy laws, and other laws and policies governing employment with Encore.

Encore-Related Social Media Use

The following guidelines apply to employees who have been authorized for Encore-related social media use.

Separate Encore-Related and Personal E-Mail Accounts

Employees shall maintain separate Encore-related and personal email accounts. Personal e-mail addresses should not be used on Encore-related sites. Encore email addresses should not be used on personal social media.

Student Communication

Any Encore employee who communicates with students on Encore-related social media should ensure each of the following:

1. Communication should be an extension of the classroom and designed to address reasonable instructional, educational or extra-curricular program matters;
2. Encore-related social media sites that are non-school based should have a reasonable relationship to the goals, purposes, and functions of Encore, department, or employee that created the site;
3. At the discretion of the CEO, Encore administrators and/or supervisors may be provided with administrative rights to any Encore-related social media accounts;
4. All Encore-related social media sites should clearly indicate that they are related to the Encore. Sites should identify Encore, school, department, or personnel, as applicable. In addition, sites may utilize an Encore logo or seal;
5. Communication should be respectful, professional and comparable to communication in the classroom or work environment;

6. All employees shall use privacy settings to protect student and employee records in a manner that complies with state and federal laws;
7. Employees shall never post personally identifiable student information, including student photographs, without a written authorization from the students' parents; and
8. Encore students using Encore-related social media sites shall not be permitted to post photographs or the personally identifiable information of other students.

Employee Personal Social Media Use

Whether an employee chooses to participate in personal social media technology is not a matter of concern for Encore.

However, employees are reminded that they are an Encore employee and are expected to observe the following guidelines:

Communication with Students

In order to maintain professional relationships, Encore employees should not communicate with Encore students using personal social media (e.g., “following”, “friending,” posting, commenting, etc.).

Communication with Parents/Guardians or Members of the Public

Employees should not use personal social media to communicate with parents/guardians of Encore students or members of the public on subjects related to their employment with Encore. Any information related to a specific student should never be communicated on any social media but only through Encore's email system, by phone, or any other method that protects the student's and/or family's privacy.

Respect Other Users and the Safety of Students

It is never acceptable for an employee to post rude or offensive comments about students, co-workers, or Encore in general. Employees should respect the privacy and feelings of those they are communicating with on social media and should strive, at all times, to be courteous and respectful.

Discussion of Wages, Hours, or Working Conditions with Other Employees

Nothing in this policy is intended to or will be applied to improperly restrict employees from using personal social media to engage in concerted activity, including discussing their wages, hours, or working conditions with other Encore employees.

Employee Rules of Conduct May Apply to Social Media Use



Encore's social media policy does not replace or supplant the policies, laws, and agreements which govern the conduct of employees of Encore. Policies, regulations and laws that cover Encore employees' conduct may also be applicable in the social media environment.

(Ed. Code §§ 49076 *et seq.*; 20 U.S.C. § 1232g; 34 C.F.R. Part 99.)