

SOCIAL MEDIA POLICY

Social media can be a valuable and powerful means of communication. The Charter School recognizes the importance of the Internet in shaping public thinking about the Charter School and our current and potential services, employees, partners, volunteers, and students. The Charter School is also committed to supporting your right to interact knowledgeably, responsibly, and socially in the blogosphere and on the Internet through blogging and participation in social media sites.

Scope

In light of the explosive growth and popularity of social media technology in today's society, the Charter School has developed the following policy to establish rules and guidelines regarding the appropriate use of social media by employees. This policy applies to situations when you: (1) make a post to a social media platform that is related to the Charter School; (2) engage in social media activities during working hours; (3) use Charter School equipment or resources while engaging in social media activities; (4) use your Charter School e-mail address to make a post to a social media platform; (5) post in a manner that reveals your affiliation with the Charter School; or (6) interact with students on the Internet and on social media sites.

For the purposes of this policy, the phrase "social media" refers to the use of a website or other electronic application to connect with other people, including, but not limited to, Facebook, Instagram, Twitter, LinkedIn, and YouTube, as well as related web-based media, such as blogs, wikis, and any other form of user-generated media or web-based discussion forums. Social media may be accessed through a variety of electronic devices, including computers, cell phones, smart phones, PDAs, tablets, and other similar devices.

This policy is intended to supplement, not replace, the Charter School's other policies, rules, and standards of conduct. For example, Charter School policies on confidentiality, use of Charter School equipment, professionalism, employee references and background checks, workplace violence, unlawful conduct (harassment, discrimination, and retaliation), and other rules of conduct are not affected by this policy.

You are required to comply with all Charter School policies whenever your social media activities may involve or implicate the Charter School in any way, including, but not limited to, the policies contained in this Handbook.

Standards of Conduct

You are required to comply with the following rules and guidelines when participating in social media activities that are governed by this policy:

- Employees are free to create their own pages on social media sites such as Facebook using personal technology or technology issued by YPICS. But, if those pages/sites associate the employee with the organization or if those pages/sites link to pages/sites created and controlled by students, then the organization has the right

to monitor those pages/sites and take appropriate action, up to and including termination, in the event that something inappropriate is detected. The organization has sole discretion to determine what is and is not appropriate, and the employee should remember that all interaction with students and colleagues on social media is subject to the same standard of professionalism and decorum that is expected on campus and in the classroom.

- Comply with the law at all times. Do not post any information or engage in any social media activity that may violate applicable local, state, or federal laws or regulations.
- Do not engage in any discriminatory, harassing, or retaliatory behavior in violation of Charter School policy.
- Respect copyright, fair use, and financial disclosure rules and regulations. Identify all copyrighted or borrowed material with proper citations and/or links.
- Maintain the confidentiality of the Charter School's trade secrets and private or confidential information (as defined in this Handbook). Do not post internal reports, policies, procedures, or other internal business-related confidential communications. This prohibition applies both during and after your employment with the Charter School.
- Do not post confidential information about the Charter School, its employees, or its students. Remember that most student information is protected by the Family Educational Rights and Privacy Act, including any and all information that might identify the student.
- While it is acceptable to engage in limited and incidental social media activities at work, such social media activities may not interfere with your job duties or responsibilities. Do not use your Charter School-authorized email address to register on social media websites, blogs, or other online tools utilized for personal use.
- Be knowledgeable about and comply with the Charter School's reference policy. Do not post employment references for current or former employees, regardless of the substance of such comments, without prior approval from the Executive Director. This includes references and referrals on sites such as LinkedIn.
- Be knowledgeable about and comply with the Charter School's background check procedures. Do not "research" job candidates on the Internet or social media websites without prior approval from Human Resources.
- Always be fair and courteous to fellow employees, students, customers, suppliers, or other people who work on behalf of the Charter School. Avoid using statements, photographs, video, or audio that could be reasonably viewed as malicious, obscene, threatening, or intimidating, that disparage employees, customers, suppliers, or other people who work on behalf of the Charter School, or that might constitute harassment or bullying.
- Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Never post any information or rumors that you know to be false about the Charter School, fellow employees, students, customers, suppliers, people working on behalf of the Charter School, or competitors.

- Express only your personal opinions. Never represent yourself as a spokesperson for the Charter School. If you publish social media content that may be related to your work or subjects associated with the Charter School, make it clear that you are not speaking behalf of the Charter School and that your views do not represent those of the Charter School, fellow employees, students, customers, suppliers, or other people working on behalf of the Charter School. It is best to use a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of the Charter School.”
- Never be false or misleading with respect your professional credentials.

Policy Limitation

The Charter School respects the rights of employees to communicate with one another or with third parties for purposes protected by law, including concerted activity protected by state and federal laws and the National Labor Relations Act. Nothing in this policy will be interpreted to prohibit such communications, nor shall any employee suffer any adverse job action due to such communications.

Access

Employees are reminded that the Charter School’s various electronic communications systems, including its computers, telephones, e-mail accounts, video conferencing, voicemail, facsimiles, and internal and external networks, are the property of the Charter School. All communications and information transmitted by, received from, or stored in these systems are Charter School records.

As a result, the Charter School may, and does, monitor its employees’ use of these electronic communication systems, including for social media activities, from time to time. The Charter School may monitor such activities randomly, periodically, and/or in situations when there is reason to believe that someone associated with the Charter School has engaged in a violation of this, or any other, Charter School policy. As a result, employees do not have a reasonable expectation of privacy in this regard.

To set up social media that is owned and operated by the Charter School in compliance with this policy, employees must adhere to the following procedures:

- Request and obtain permission to create Charter School social media from the Principal.
- Contact the Executive Director to set up the social media. Provide the Executive Director with the username and password that you would like assigned to the account. If you change the username and/or password, you must immediately update this information with the Executive Director. Failure to do so may result in disciplinary action, up to and including termination. The Charter School has final approval over all content and reserves the right to close the social media at any time, with or without notice.

Discipline

Any violation of this policy may result in disciplinary action, up to and including termination.

Retaliation Is Prohibited

The Charter School prohibits retaliation against any employee for reporting a possible violation of this policy or for cooperating in an investigation of a potential violation of this policy. Any employee who retaliates against another employee for reporting a possible violation of this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Questions

In the event you have any questions about whether a particular social media activity may involve or implicate the Charter School, or may violate this policy, please contact the Executive Director.

Social media is in a state of constant evolution, and the Charter School recognizes that there will likely be events or issues that are not addressed in these guidelines. Thus, each Charter School employee is responsible for using good judgment and seeking guidance, clarification, or authorization before engaging in social media activities that may implicate this policy.