

PCHS Social Media Policy for PCHS Employees and Associated Persons

PURPOSE

Background:

The purpose of this document is to provide policies and guidelines for social media communications between employees, students, parents and other associated persons; to prevent unauthorized access and other unlawful activities by PCHS users online; to prevent unauthorized disclosure of or access to sensitive information, and to comply with the Children's Internet Protection Act (CIPA). While PCHS recognizes that during non-work hours employees and students may participate in online social media, blogs, and other online tools, PCHS employees and associated persons should keep in mind that information produced, shared and retrieved by them may be subject to PCHS policies.

The use of social media may have many instructional benefits but when social media postings violate the law or PCHS policies or create a substantial disruption to the school community and/or work environment, the administrator may have an obligation to respond and take appropriate action, including but not limited to investigation and possible discipline.

Under certain circumstances, the PCHS has jurisdiction to discipline employees who violate rules of appropriate conduct, which include, but is not limited to, the use of social networking sites during or outside of work hours. Additionally, the School may not be able to protect or represent employees who incur legal action a second party in response to the employee's behavior in a social networking site.

GUIDELINES Apps are applications used to post media and are accessed primarily through mobile devices.

Apps can access the user's pictures, personal information, and GPS location.

Associated Persons includes, but is not limited to, parents, parent-elected leaders of school committees, representatives and volunteers, consultants, contracted employees, walk-on coaches, child care/enrichment program providers, vendors and after-school youth services providers.

Blogs/Microblogs are personal websites that can serve as journals where a user can post a variety of content authored by the user and authored by others for public viewing

Confidential data refers to School-related content such as (but not limited to) grade and exam information, attendance data and behavior incidents.

Cloud Computing, otherwise known as 'using the cloud,' requires an Internet connection and is the practice of accessing files across multiple devices over the Internet.

Digital Citizenship is the practice of critical engagement and respectful behavior online, which is demonstrated through the digital content a student posts.

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Digital Footprint is determined/defined by an individual's choice of content to post and profiles made across multiple websites, apps, and other platforms.

Media Sharing Sites are sites where users can store and share content such as video and pictures.

Social Media also referred to as social networking, is a form of electronic communication through which users create online communities to share and view information, ideas, personal messages, and other content.

Social Networking Sites are sites where users create and customize their own profiles with music, video, and other personal information in addition to connecting with other users.

Tagging is the practice of identifying and assigning information to a digital artifact such as a website, blog post, photo, video, or article for the purpose of easy identification, organization, aggregation, and searching. Tagging helps users find content they are looking for through across online platforms.

Wikis are websites that allow a user to add, modify, or delete content in collaboration with others.

_____ **Please initial here that you have read and understood the definitions outlined above.**

II. SOCIAL MEDIA GUIDELINES FOR EMPLOYEES AND ASSOCIATED PERSONS

Many schools, offices and departments have their own websites and social media networks that enable staff to share school/work-related information (e.g., grades, attendance records, or other pupil/personnel record information) may be shared only on School-approved secured connections by authorized individuals. Confidential or privileged information about students or personnel must be maintained at all times.

All existing policies and behavior guidelines that cover employee conduct on the school premises and at school-related activities similarly apply to the online environment in those same venues.

1. Keep personal social network accounts separate from work related accounts. When a student or minor wishes to link to an employee's personal social networking site, redirect them to the school approved website. Accepting invitations to non-school related social networking sites from students or alumni under the age of 18 is strongly discouraged, and on a case-by-case basis, may be prohibited by PCHS administration.

Any employee or associated person engaging in inappropriate conduct including the inappropriate use of social media sites and applications during or after school hours may be subject to discipline.

3. Never post any personally identifiable student information including names, videos and photographs on any school-based, personal or professional online forum or social networking website, without the written, informed consent of the child's parent/legal guardian and the principal.
4. Never share confidential or privileged information about students or personnel (e.g., grades, attendance records, or other pupil/personnel record information).
5. Users shall have no expectation of privacy regarding their use of PCHS property, network and/or Internet access to files, including email. PCHS reserves the right to monitor users' online activities and to access, review, copy, and store or delete any electronic communication or files and/or disclose them to others as it deems necessary. [Refer to PCHS RUP - Employees]
6. Posting inappropriate threatening, harassing, racist, biased, derogatory, disparaging or bullying comments toward or about any student, employee, or associated person on any website is prohibited and may be subject to discipline.
7. Threats are taken seriously and are subject to law enforcement intervention, including but not limited to formal threat assessments.
8. School employees and associated persons are responsible for the information they post, share, or respond to online. Employees should utilize privacy settings to control access to personal networks, webpages, profiles, posts, digital media, forums, fan pages, etc. However, be aware that privacy settings bring a false sense of security. Anything posted on the Internet may be subject to public viewing and republication by third parties without your knowledge.
9. Use of School logos or images on one's personal social networking sites is prohibited. If you wish to promote a specific PCHS activity or event, you may do so in accordance with the guidelines set by the Communications Coordinator.
10. Misrepresenting oneself by using someone else's identity may be identity theft. It is advisable to periodically check that one's identity has not been compromised.
11. During an emergency situation that impacts the employee's work site, the employee may post a general statement of well being to their social network account if doing so does not interfere with their assigned emergency duties.

_____ Please initial here that you have read and understood the above information and agree to the policy as listed in the above paragraphs.

III. EDUCATIONAL VALUE OF SOCIAL MEDIA

Technology is reshaping how we reach our students and how students interact with the world. For example, some teachers are using social media as an educational tool. Schools are using social media to launch anti-bullying campaigns, to share school news and events, to increase homework compliance and support, or to enhance classroom instruction. All social media interaction between staff and students must be for instructional purposes and must not include confidential information without parental and site administrator approval. [Refer to PCHS Social Media Policy for Students]

When using social media for instructional purposes, the highest possible privacy settings must be utilized by the instructor. The site administrator and parents must be notified of all classroom social media use before they are published to the internet. Additionally, the site administrator or designee shall have administrative access to such sites upon request. If online commenting is enabled in an open site, the comments must be moderated and monitored daily for inappropriate language and content by the teacher or employee who is allowing comments for instructional purposes.

School wide surveys that are used for educational purposes must be approved by the Director of Curriculum and instruction before being posted on the school's LMS or other communication platforms

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IV. RESPONSIBILITIES OF SCHOOL EMPLOYEES AND ASSOCIATED PERSONS

All School employees and associated persons are expected to:

- Adhere to this Social Media Policy for Employees and Associated Persons.
- Be familiar with and follow the guidelines and the provisions of this policy. All School employees utilizing social media with students are expected to:
 - Educate students about digital citizenship, which includes appropriate and safe online behavior, interacting with individuals on social networking websites, and cyberbullying awareness.
 - Be familiar with and follow the guidelines and the provisions of this policy and the PCHS Social Media Policy for Students. Additional responsibilities include: A. Administrator/Designee should:

1. Distribute and communicate this Social Media Policy for Employees and Associated Persons to all employees and associated persons.
2. Investigate reported incidents of employee or associated adults' misconduct or violations of appropriate conduct. [Refer to PCHS RUP - Employees, PCHS Code of Conduct with Students]

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3. Postings of a serious nature may warrant additional reporting to PCHS administration and the appropriate reporting agency:
 - a. Threats (contact Los Angeles School Police Department (LASPD) and PCHS Administration),
 - b. Inappropriate or sexualized images of minors (contact law enforcement and LASPD),
 - c. Child pornography (contact law enforcement and LASPD Police),
 - d. Raise a reasonable suspicion of child abuse (contact Child Protective Services) .
4. Inappropriate postings may be documented by taking and printing screenshots or downloading them as evidence. Evidence should be collected with the permission of the site administrator for the sole purpose of the investigative process and stored in a secured location. This evidence may be used in conference with the employee(s) or associated persons in question. **Caution:** Do not download or print images of minors or any content that may be considered child pornography. Law enforcement will gather evidence of child pornography, not a PCHS employee.
5. The target of online harassment can request removal of objectionable postings by reporting the abuse to the Internet service provider or webmaster. Most social networking sites have the capacity to flag objectionable postings with "report abuse" button. The target should document the postings prior to their removal.
6. Monitor and follow-up to ensure that the inappropriate online behavior has stopped.
7. Communicate this PCHS Social Media Policy for Employees and Associated Persons to administrators and employees and associated persons.
8. Designate administrator(s) to ensure the implementation of this policy.
9. Support this policy via training and distribution of resources.
10. Align this policy with related PCHS initiatives.

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V. GENERAL PROTOCOL FOR RESPONDING TO COMPLAINTS

The following are general procedures for the administrator/supervisor to respond to any complaints:

- A. Secure campus/office safety.
- B. Assure involved parties that allegations and complaints are taken seriously.
- C. Investigate.
- D. Take action to stop the behavior.
- E. Request a factual written statement from the involved parties, to include witnesses if available.
- F. Document actions taken.
- G. Implement disciplinary action as needed.
- H. If appropriate, the victim may file a criminal complaint with law enforcement.
- I. Continue to monitor and address inappropriate behaviors.
- J. Information about allegations of misconduct or investigations should be handled within the confines of PCHS's reporting procedures and investigative process. The School will not tolerate retaliation against anyone for filing a complaint or participating in the complaint investigation process.

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Instructions:

After having read the above information, sign below.

I have read, understand, and agree to abide by the provisions of the Responsible Use Policy of Palisades Charter High School.

Employee Name: _____ Employee Signature: _____
Date: _____

After signing this document a copy to be kept on file. You will have the option to download a physical copy for your own records once completed. It is required for all PCHS employees that will be using a computer network and/or Internet access.