

## **General Personnel**

### **Personnel Social Networking Policy**

Consistent with Board Policy 5:120, Ethics, all Geneseo Community Unit School District # 228 employees are expected to maintain high standards in their school relationships, to demonstrate integrity and honesty, to be considerate and cooperative, and to maintain professional relationships with students, parents, staff members, and others. School district employees are expected to exhibit the same level of appropriateness and professionalism in their use of online/internet-based communication tools as that which is expected for classroom communication. The District discourages the use of Social Networking technology between students and employees, unless it is designed as for a course or activity, but not for individual personal communication.

Toward this end, all school district employees are prohibited from:

1. Socializing, including, but not limited to, “friending”, tweeting, blogging and emailing with students using Facebook, Twitter, MySpace and other online/internet-based social networks. If a school district employee is contacted by a student via an online/internet-based social network, the school district employee will notify the student and the student’s parent/guardian using the school district’s electronic mail system, unless another means of notification is more appropriate based on the student’s age and needs, and indicate that because school district employees are prohibited from socializing with students via online/internet based social networks, the employee is unable to respond to the student’s communication.
2. Socializing with students, using non-school district based electronic mail, cell phones, texting, or internet-based online messaging except in the case of an emergency. School district employees may communicate with students via the school district’s electronic mail system if such communication is for school purposes and/or related to the student’s participation in school activities. In most cases, where an employee is using the District’s mail system for such communication, it is best if the parent/guardian is also copied on the message.
3. Posting items with sexual content or which are sexually explicit or sexually provocative on Facebook, Twitter, MySpace and other online/internet-based social networks.
4. Posting items exhibiting or advocating the illegal or unlawful use of drugs and/or alcohol on Facebook, Twitter, MySpace and other online/internet-based social networks.

Violators of this policy shall be subject to consequences including, but not limited to, loss of school district electronic mail system and internet privileges, discipline up to and including termination, referral to law enforcement authorities and/or other legal action as deemed appropriate.

CROSS REFERENCE:       5:120, Ethics  
                                  6:235, Technology System Use and Internet Safety Policy

Adopted by Board Action 03/08/2012

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### *Personnel Social Networking Procedures and Further Definitions*

It is understood that the advent of the “Digital Age” creates a variety of new communication formats that are available to students, as well as staff.

Board Policy is not intended to deny faculty and staff the ability to utilize such social networking sites for educational purposes, but is intended to provide a caution and create awareness for the dangers inherent in misuse, and to provide awareness at how context can be misunderstood. Social Networking or Social Media sites include such sites as *Facebook, MySpace, LinkedIn, Twitter and YouTube*.

1. Where a teacher or staff member wishes to use some form of Social Media: blogsite, Twitter, or Facebook, for example, s/he is expected to make an initial proposal to the building administrator for review and approval.
2. In examples such as #1 above, it would also be advisable for the teacher who wishes to use some form of social media for instruction to also communicate such request to a GEA Building Representative.
3. Faculty and staff should not be Facebook Friends with minors who are currently students of the District, unless those students are relatives of said staff member.
4. As an educator of this District, staff should always adhere to high standards of communication and use of digital, social media. Staff should refrain from posting inappropriate images, private information about themselves or of others that may be of a compromising nature, and remember that regardless of how private one may believe a “post” may be, it could end up in a place one never intended.
5. Staff should remember that there is no expectation of privacy when using District issued hardware and/or software, and particular care must be taken related to access to social media site use on a District-owned computer, and staff should not use social media sites during work time for personal use, only for approved professional use.

Superintendent Review March, 2012