

BOARD POLICY: SOCIAL MEDIA

9070

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Section A – Introduction

The Board of Education recognizes the potential benefits for the use of social media and other online technologies by employees, students and school-based groups. At the same time, the board also recognizes the potential impact on students, employees and the school community as well as the liability that can occur if such resources are used improperly or not conscientiously managed.

Section B – Guidelines for the Use of Social Media

The Board directs the superintendent to establish guidelines for social media use for the school-related use of social media and other online technologies by employees, students and school-based groups.

Section C – Parameters for the Use of Social Media

Staff and students should make use of these resources under the following guidelines.

1. School organizations are allowed to use social media for information, education and public relations purposes.
2. School employees are to utilize district-provided social media and technologies for school-related purposes. Prior to the creation of any online presence, beyond school-provided tools, the staff member is required to submit a proposal for review as outlined in the Guidelines for Social Media Use.
3. All staff members must maintain professional and age-appropriate communications in all interactions with District students and parents regardless of the forum, time or method of communication.
4. Improper student use of social media and technologies for school-related purposes or in a manner that is considered to have a nexus to the school is subject to disciplinary action in accordance with existing board policies, the code of conduct and the computer and network use agreement outlined in Board Policy 7220.

Section D – Related Board Policies

This policy should be read and interpreted in conjunction with:

1. Purpose and Use of Technology and Network Resources (Board Policy 7220)
2. Glenbrook High Schools Computer and Network Use Employee Rights and Responsibilities (Board Policy 7220)

Section D – Related Board Policies (continued)

3. Glenbrook High Schools Computer and Network Use Student Rights and Responsibilities (Board Policy 7220)
4. District World Wide Website (Board Policy 9060)
5. Student Behavior, Misconduct, and Rights and Responsibilities (Board Policy 8400)
6. Harassment (Board Policy 8470)
7. Hazing, Bullying, or Aggressive Behavior (Board Policy 8480)
8. Academic Dishonesty (Board Policy 8440)