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EMPLOYEE USE OF SOCIAL MEDIA

~~SEARCH: GAC-1~~

~~The~~ Alexandria City Public Schools (~~ACPS~~) and its employees are committed to using technology consistently, responsibly and effectively for teaching and learning, communications and productivity.

ACPS recognizes and supports the use of approved online social media to enhance instruction and research, support the learning environment and improve communication. ACPS also strives to teach employees and students about responsible and safe use of these technologies. ACPS employees may use these tools and other communication technologies in fulfilling their responsibility for communicating appropriately and effectively with students, parents and the general public.

For purposes of this policy, online social media is defined to include web logs (blogs), wikis, social media networks, online forums, virtual worlds and any other social media generally available to the public or consumers.

Professional Use of Social Media

Online social media, outside of those pre-approved by the ~~D~~ivision, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the Superintendent, or designee, and parental consent for student participation on social networks. ~~The Superintendent will develop regulations~~ GAC-R: ACPS Social Media Regulations ~~that~~ includes information about availability and access to a current list of preapproved social media, ~~and as well as~~ a procedure for seeking prior authorization for any other social media resources, ~~and as well as~~ forms for seeking parental consent.

ACPS recognizes that student groups or members of the public may create social media representing students or groups within the ~~D~~ivision. Any social media created by an employee in furtherance of fulfilling his/her job responsibilities is the property of ACPS and may be monitored by ACPS.

When employees, coaches or club advisors choose to join or engage in social networks created for school-sponsored groups, they must observe professional standards and appropriate interactions as member of these online communities. They must identify themselves as employees of ACPS and they must ensure that their supervisors have access to the site passwords and content of these interactions.

Conduct that is prohibited in the face-to-face instructional environment is also prohibited through electronic communication. Online communication between employees, volunteers and individual students must be transparent, accessible to supervisors and parents, ~~and~~ professional in content and tone, and must adhere to Policy JHA/GBAA: Prevention of Sexual Misconduct and Abuse.

Employees have the responsibility for maintaining appropriate employee-student relationships at all times, including during any online or social media interactions, whether utilizing ACPS resources or private social media. Employees who choose to engage in social media with ACPS students have the responsibility for addressing inappropriate behavior or activity on these networks by students or other participants on these networks, in accordance with ACPS policies and regulations. Additionally, ACPS employees who have reason to suspect, based on information learned through social media that a student is engaging in or the victim of illegal conduct online should report this conduct to the student's principal, and must make any reports required by law.

In order to ensure accuracy and currency of content, employees who create or utilize social media with their students or in any manner in the fulfillment of their ACPS responsibilities shall annually disclose to ACPS the existence of and their participation in such social media sites/accounts in accordance with ~~the procedures provided in the regulations developed by the Superintendent to implement this policy~~ GAC-R: ACPS Social Media Regulations.

Personal Use of Social Media

All ACPS employees are required to serve as responsible representatives for our schools and the school division and to remember they are role models to students in ~~this~~ the community. Employees must avoid posting any information or engaging in communications that violate local, state or federal laws or Division policies, are otherwise disruptive to the educational environment of the school, or are inconsistent with the employees' ability to discharge job responsibilities.

ACPS requires employees to observe professional standards when referring to the Division, its schools, students, programs, activities, employees, volunteers and communities on any social media networks. The Superintendent will develop regulations that detail the professional standards and expectations for employees who use social media.

Employees who participate in personal social media networks may decide to include information about their work with ACPS as part of their personal profile. This may include, but should be limited to:

1. Work information included in a personal profile, to include the Division name, job title, and job duties.
2. Status updates regarding an employee's own job promotion.
3. Personal participation in Division-sponsored events, including volunteer activities.

An employee who maintains personal social media accounts that are accessible to students (either by lack of security or granted access) shall ensure that all posts are reflective of ACPS professional standards and good moral character, and shall avoid posting any content that is inappropriate for minors.

An employee who is responsible for a social media network or posting that fails to comply with this policy and ~~its~~ Regulation GAC-Rs may be subject to discipline, up to and including termination.

Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything they post on any social media network.

~~The superintendent shall develop regulations to support this policy.~~

Adopted: June 21, 2012

Amended:

Cross Ref: GAC-R ACPS Social Media Regulations
IIBEA/GAB - Responsible Use of Technology
IIBEB Student Use of Social Media
JHA/GBAA - Prevention of Sexual Misconduct and Abuse

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