

ACPS Social Media Regulations

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 online social media to enhance instruction and research, support the learning environment and improve communication. ACPS also recognizes its obligation to teach and ensure responsible and safe use of these technologies. The following regulations are set forth to support Social Media Policy GAC / IIBEB.

Personal Responsibility

- 1) Employees are responsible and may be held accountable for the content they publish and/or author online.
- 2) Employees may not post personally identifiable student information or images on personal social media sites.
- 3) Employees may not post personally identifiable information or images of other employees without permission.
- 4) Employees may not use ACPS resources to access personal social media during work hours.
- 5) Employees may not use professional accounts and resources when participating in the political process.
- 6) Employees using social media for professional use in ACPS must maintain updated and accurate accounts.
- 7) Employees who create social media accounts on behalf of ACPS schools, departments or organizations must follow the process for registering such accounts.

Disclaimers

- 8) The ACPS logo is for use by employees only on official school or Division publications or school Web pages. Please see *Logo Usage Guidelines*, available from the Communications and Public Relations

Office, for further information.

- 9) ACPS employees who identify themselves as ACPS employees online must include disclaimers within their personal social media that the views are their own and do not reflect on their employer. For example, “The postings on this site are my own and do not represent Alexandria City Public Schools’ positions, strategies, opinions or policies.”

Copyright and Fair Use

- 10) Employees must comply with copyright and fair use guidelines. Please refer to Policy EGAA.

Instructional Use

- 11) Employees using social media outside of Division-sponsored resources must follow appropriate procedures to obtain approval, register site/tool and obtain parental consent.
- 12) When using social media as an extension of the classroom, what governs appropriate conduct in the classroom applies online.

Annual Disclosure of Social Media

- 13) 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 using the form found at <https://acpsweb.wufoo.com/forms/w7w9w3/>.

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Cross Refs.: Policy EGAA Reproduction of Copyrighted Materials
 Policy GAC/IIBEB Employee Use of Social Media