

West Chester Area School District

SECTION: PERSONNEL
 TITLE: SOCIAL MEDIA
 ADOPTED: 4.25.11
 REVISED: 12.19.11

<p>1. Purpose</p> <p>2. Guidelines</p> <p>Family Educational Rights and Privacy Act (FERPA), 20 U.S.C. § 1232g; 34 C.F.R. Part 99.</p> <p>Health Information Portability and Accountability Act of 1996 (HIPAA).</p>	<p style="text-align: center;">GAAH - SOCIAL MEDIA</p> <p>Social media such as blogs, Facebook, and Twitter are used by individuals and organizations for communication, collaboration, and connections to their constituents. Since such communication may encompass both private and public, personal and professional voice, the West Chester Area School District (WCASD) developed guidelines to clarify how best to protect and enhance professional and district reputations.</p> <p>The same laws, professional expectations, and communication standards exist in social media as in face-to-face communication. Since online communication lacks visual cues and is often one-directional, the lines between an employee’s work life and his/her personal life can become blurred. Employees should be cognizant of the three R’s of social media engagement: Representation, Responsibility, and Respect.</p> <p>Note that these guidelines apply to work-related sites and issues and are not meant to infringe upon your personal interaction or commentary online. Participation in social media shall not result in a substantial disruption to the educational process.</p> <p><u>Representation</u></p> <ol style="list-style-type: none"> 1. Since readers of social media postings may associate employees with the district, employees should be mindful of what they post and how it might impact the WCASD and its educational mission. 2. An employee wishing to create a WCASD department or activity social media page should contact his/her supervisor with information about the intended site and its use. The employee shall take responsibility for ensuring that the site is used appropriately, ensuring that others posting on the site following confidentiality, privacy, copyright, all Board Policies (especially IFBK) and other local, state, and federal laws and regulations. <p><u>Responsibility</u></p> <ol style="list-style-type: none"> 1. Employees shall not post any confidential information, including but not limited to information specifically protected by FERPA or HIPAA, photos, video recordings or audio recordings of students, other staff, parents, or other constituents of the WCASD community and shall follow all Board policies related to the protection of confidential information. 2. School staff shall follow all Board Policies related to communication with students. 3. Employees should check to ensure that their postings are accurate and they are not violating any copyright or intellectual property rights. WCASD and school logos, mascots and symbols shall not be used except with the written
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Social Media

<p>GAAE and GCAB – Employee Telecommunications, WCASD network, and Internet Policy IFBK–Web Page Policy</p>	<p>permission of the WCASD. Remember that individuals are legally liable for their postings on all social media sites and may be prosecuted for comments or photos deemed to be proprietary, copyrighted, defamatory, libelous, or obscene.</p> <p><u>Respect</u></p> <ol style="list-style-type: none"> 1. Employees shall read and comply with the social media Terms of Service. Security warnings should be heeded and suspicious actions should be avoided unless you know they are safe. 2. Postings should be truthful, respectful and in a voice that reflects positively on the individual and WCASD. Individuals should be sure about what they post and follow the rule of thumb, “<i>If it gives you pause, pause</i>” then craft a better posting. <p><u>In addition:</u></p> <ol style="list-style-type: none"> 1. Social media use shall not cause substantial disruption to the educational process and shall be in accordance with Board Policies GAAE, GCAB, and IFBJ. 2. Individuals should be careful about posting personal and/or identifying information that may be used by criminals to impersonate you. Postings about vacations and travel plans shall not be provided in cases where the employee is travelling with students. 3. Social media such as Wikis, blogs, and online discussion support open dialogue and the exchange of ideas that is an integral part of teaching and learning. Teachers using such tools in the classroom should comply with all WCASD Board Policies and should engage in professional development for using these tools safely and effectively. 4. Personal and work-related social media websites and postings which are obscene or violate WCASD Board Policy, the School Code or other local, state and federal regulations may be grounds for disciplinary action. <div data-bbox="597 1705 1386 1808" style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p>This policy revised to reflect new guidelines for staff that have Personal Electronic Pages (e.g. Facebook)</p> </div>
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West Chester Area School District, West Chester, Pa