

## **CHAPTER 6.00 PERSONNEL**

### **6.56 - Social Media**

#### **POLICY:**

1. Definition:
  - A. Social media are various forms of electronic communication that enable users to express creativity, share knowledge with those who have common interests, and connect with others.
  - B. Examples of social media include, but are not limited to, Facebook, LinkedIn, Twitter, YouTube, Instagram, Snapchat, Google+, Pinterest, Flickr, TikTok, and other emerging sites or applications.
2. District Social Media Sites
  - A. Upon adoption of this rule no District employee or individual department or school shall have a social media site for conducting District business or communicating with students, parents, or the public unless authorized by the Superintendent or his or her designee. After the adoption of this rule, other District departments or schools may request in writing for District social media sites. Only the Superintendent or his or her designee may grant approval for additional District social media sites.
  - B. District social media sites shall be reserved for District business only to provide information to the public regarding announcements, events, etc.
  - C. All content posted to approved District social media sites shall be subject to District rules and guidelines, including but not limited to:
    1. Approved District social media site moderators shall not post personal information, opinions, statements, photographs, etc.
    2. All information on approved District social media sites shall be as current and accurate as feasible.
    3. Student names or photographs shall not be published without written permission from each student's parent.
    4. Confidential or proprietary information shall not be posted. All posts shall be in compliance with appropriate copyright, trademark, and privacy laws.
  - D. Pursuant to Florida law, all communication created as part of District business is public record and must be maintained and retained according to state retention guidelines. District social media site account authorization records including access rights and account information shall be maintained according to the appropriate state requirements.
  - E. Nothing on a District social media account, site, or page shall constitute a binding agreement, representation, or endorsement by the School Board of Levy County.

## **CHAPTER 6.00 PERSONNEL**

### **3. Employees' Use of Social Media Sites**

- A. The District cannot prohibit the use of personal social media sites. However, employees are encouraged to block personal sites from students. Employees shall not use the District's seal, school logos, or any other District representation or images on any personal sites. Employees may identify themselves as a District employee, but must include a disclaimer stating that the views expressed or information posted do not reflect the School Board of Levy County or District staff. Employees are informed in this rule that conduct on personal social media sites may affect his or her professional reputation and employment with the District and that all employees are bound by the Code of Ethics and Principles of Professional Conduct for the State of Florida.
- B. Employee communication with individual students shall be with parental consent and only through use of District supplied e-mail or other District-approved software applications or web tools. Employees are encouraged to copy parents on all communication with students.
- C. Employees must maintain appropriate relationships with students and parents at all times. Employees are responsible for the content of their communication. Employees must be fair and respectful and maintain professionalism consistent with District policies and state law. Employees shall not engage in any activity that could reasonably be viewed as inappropriate or that seriously reduces his or her effectiveness as an employee of the District.
- D. Employees are informed in this rule that there is no expectation of privacy when using social media sites and that once the employee posts content it is under the control of the service provider.
- E. Instructional Personnel, who wish to establish a social media presence for District educational purposes, are required to use District approved social media applications.
- F. School Board Rule 5.38-Prohibiting Bullying and Harassment shall also apply in regard to employees' use of social media.
- G. Employees must refrain from comments, whether on District sites or personal sites, about students, colleagues, parents, or any other person that could lead to personal or professional harm to the employee or to the person about whom one is commenting.
- H. The employee shall report any inappropriate use of social media to his or her supervisor, the student's principal, or to the District's Personnel Director, and no retaliation shall result from such a report. Good faith reporters shall be protected from retaliation in accordance with Florida law.

## ***CHAPTER 6.00 PERSONNEL***

- I. The employee's failure to adhere to this policy, any conduct that negatively affects the job performance of the employee or others, or any conduct materially and substantially interferes with the District's ability to maintain appropriate discipline in the operation of its schools, has a negative impact on the District may result in discipline, up to and including termination, and legal action may apply.
- J. The Superintendent or his or her designee may establish the calendar of training and/or procedures that direct employees in regard to this rule and in the appropriate communication for school-sponsored events or activities.

**STATUTORY AUTHORITY:**

1001.41, 1001.42, F.S.

**LAWS IMPLEMENTED :**

1000.21, 1001.43, 1012.795, F.S., 119, F.S., 20 U.S.C.  
34 CFR Part 99 (FERPA) Public Law 104-191 (HIPAA)

**HISTORY:**

Adopted: NEW, 7/13/2021

RevisionDate(s):

Reviewed:

Formerly: