

General Personnel

Personal Technology and Social Media; Usage and Conduct

Definitions

Includes – Means “includes without limitation” or “includes, but is not limited to.”

Social media – Media for social interaction using highly accessible communication techniques through the use of web-based and mobile technologies to turn communication into interactive dialogue. This includes *Facebook*, *LinkedIn*, *MySpace*, *Twitter*, and *YouTube*, and any other emergent social media app.

Personal technology - Any device that is not owned or leased by the District or otherwise authorized for District use and: (1) transmits sounds, images, text, messages, videos, or electronic information, (2) electronically records, plays, or stores information, or (3) accesses the Internet, or private communication or information networks. This includes smartphones such as BlackBerry®, Android®, iPhone®, and other devices, such as, iPads® and iPods®.

Usage and Conduct

All District employees who use personal technology and/or social media shall:

1. Adhere to the high standards for Professional and Appropriate Conduct in policy 5:120, *Ethics and Conduct* at all times, regardless of the ever-changing social media and personal technology platforms available. This includes District employees posting images or private information about themselves or others in a manner readily accessible to students and other employees that is inappropriate as defined by policy 5:20, *Workplace Harassment* 5:120, *Ethics and Conduct*; 6:235, *Access to Electronic Networks*; 7:20, *Harassment of Students Prohibited*; and the Ill. Code of Educator Ethics, 23 Ill.Admin.Code §22.20.
2. Use District-provided or supported methods such as the class page via the District website or the District communication system to communicate with students and their parents/guardians. District employees should not communicate with students or parents/guardians for District purposes, programs, or activities, or regarding student issues on any social media site not authorized or maintained by the District or via any personal, non-District email account. In addition, District employees should not create a classroom page on any social media site not authorized or maintained by the District. In an emergency when a District employee must communicate with a student individually for District purposes using a personal, non-District email account, social media account or personal telephone number, the District employee shall copy parent(s) or a District administrator on the communication for students under the age of 18. District employees shall copy a District administrator on any such personal text or electronic communication for students 18 years and older.
3. Refrain from posting or disseminating any photographs or video recordings of District students in District related activities, programs or events or on school facilities (other than their own child(ren)) on personal social media pages. Further, photographs and video recordings of

District students can only be posted on web pages of the District's website or the District's social media sites if the student's parents have provided consent.

4. Not interfere with or disrupt the educational or working environment, or the delivery of education or educational support services.
5. Inform their immediate supervisor if a student initiates inappropriate contact with them via any form of personal technology or social media.
6. Report instances of suspected abuse or neglect discovered through the use of social media or personal technology pursuant to a school employee's obligations under policy 5:90, Abused and Neglected Child Reporting.
7. Not disclose student record information, including student work, photographs of students, names of students, or any other personally identifiable information about students, in compliance with policy 5:130, *Responsibilities Concerning Internal Information*. For District employees, proper approval may include implied consent under the circumstances.
8. Refrain from using the District's logos without permission and follow Board policy 5:170, *Copyright*, and all District copyright compliance procedures.
9. Use personal technology and social media for personal purposes only during non-work times or hours. Any duty-free use must occur during times and places that the use will not interfere with job duties or otherwise be disruptive to the school environment or its operation.
10. Assume all risks associated with the use of personal technology and social media at school or school-sponsored activities, including students' viewing of inappropriate Internet materials through the District employee's personal technology or social media. The Board expressly disclaims any responsibility for imposing content filters, blocking lists, or monitoring of its employees' personal technology and social media.
11. Be subject to remedial and any other appropriate disciplinary action for violation of this policy ranging from prohibiting the employee from possessing or using any personal technology or social media at school to dismissal and/or indemnification of the District for any losses, costs, or damages, including reasonably attorney fees, incurred by the District relating to, or arising out of, any violation of this policy.

The Superintendent or designee shall:

1. Inform District employees about this policy.
2. Direct Building Principals to annually:
 - a. Provide their building staff with a copy of this policy.
 - b. Inform their building staff about the importance of maintaining high standards in their school relationships.
 - c. Remind their building staff that those who violate this policy will be subject to remedial and any other appropriate disciplinary action up to and including dismissal.
3. Build awareness of this policy with students, parents, and the community.
4. Ensure that neither the District, nor anyone on its behalf, commits an act prohibited by the Right to Privacy in the Workplace Act, 820 ILCS 55/10; i.e., the Facebook Password Law.
5. Periodically review this policy and any procedures with District employee representatives and electronic network system administrator(s) and present proposed changes to the Board.

LEGAL REF.: 105 ILCS 5/21B-85 and 5/21B-80.
775 ILCS 5/5A-102, Ill. Human Rights Act.
820 ILCS 55/10, Right to Privacy in the Workplace Act.
23 Ill.Admin.Code §22.20, Code of Ethics for Ill. Educators,.
Garcetti v. Ceballos, 547 U.S. 410 (2006).
Pickering v. High School Dist. 205, 391 U.S. 563 (1968).
Mayer v. Monroe County Community School Corp., 474 F.3d 477 (7th Cir.2007).

CROSS REF.: 4:165 (Awareness and Prevention of Child Sexual Abuse and Grooming Behaviors), 5:20 (Workplace Harassment), 5:30 (Hiring Process and Criteria), 5:100 (Staff Development Program), 5:120 (Ethics and Conduct), 5:130 (Responsibilities Concerning Internal Information), 5:150 (Personnel Records), 5:170 (Copyright), 5:200 (Terms and Conditions of Employment and Dismissal), 6:235 (Access to Electronic Networks), 7:20 (Harassment of Students Prohibited), 7:340 (Student Records)

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