

**PERSONNEL**

Electronic Resources and Social Media Activities

This policy applies to all social media activities by District employees, including but not limited to the use of blogs, forums, social networking sites (e.g. Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Flickr, Tumblr and YouTube) and any other web-based communications on publicly available sites. Employees are encouraged to use social media in a classroom or school office setting for educational purposes which support employees' effectiveness, professional relationships with students and families and other educational purposes.

All District employees who participate in social networking websites shall follow District guidelines for posting student owned or created information, photographs, District logos, or district owned or created information. Material protected under FERPA on such websites is strictly prohibited.

The Board directs the Superintendent or his/her designee to provide appropriate staff development opportunities and to develop procedures to support this policy.

Cross Reference:	5013	Equal Employment Opportunity and Non-discrimination
	5223	Political Activity
	5224	Personal Conduct
	5255	Disciplinary Action

Legal Reference:

Policy History:

Approved at first reading on April 26, 2016 and posted for public comment.

Adopted on: June 14, 2016