

Book	Policy Manual
Section	FOR BOARD APPROVAL - Special Update - Artificial Intelligence June 2026
Title	Updated Copy of USE OF SOCIAL MEDIA
Code	po7544
Status	
Adopted	February 18, 2020

7544 - USE OF SOCIAL MEDIA

Technology is a powerful tool to enhance education, communication, and learning.

The School Board authorizes the use of social media to promote community involvement and facilitate effective communication with students, parents/guardians, staff (including ~~School Corporation approved~~ volunteers), and the general public. Social media is defined in Bylaw 0100.

The Superintendent is charged with designating the **School** Corporation-approved social media platforms/sites.

In designating Corporation-approved social media platforms/sites, the Superintendent shall specify which platforms/sites are appropriate for use at the Corporation-level, the building level or department level, for ~~extra-~~
~~curricular~~ **extracurricular** activities, and at the individual level by employees for professional purposes.

It is critical that students be taught how to use social media platforms safely and responsibly. Social media (as defined in Bylaw 0100) are ~~a~~ powerful and pervasive technology that afford students and employees the opportunity to communicate for school and work ~~purposes,~~**purposes** and to collaborate in the delivery of a comprehensive education. Federal law mandates that the Corporation provide for the education of students regarding appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and regarding cyberbullying awareness and response. See Board Policy 7540.03 – Student Technology Acceptable Use and Safety.

The Corporation recognizes that employees may use social media for personal as well as professional reasons. The Corporation neither encourages nor discourages employees' use of social media for personal purposes. The Corporation regulates employees' use of social media for purposes related to their Corporation assignment to the same extent as it regulates any other form of employee communication in that regard.

The Corporation uses approved social media platforms/sites as interactive forms of communication.

~~The Corporation uses approved social media platforms/sites as interactive forms of communication and accepts public comments. The Corporation approved social media platforms/sites are considered limited public forums. As such, the Corporation will monitor posted comments to verify they are on topic, consistent with the posted rules for use of the forum, and in compliance with the platform/site's applicable terms of service. The Board's review of posted comments will be conducted in a viewpoint neutral manner, and consistent with State and Federal law. Employees' personal posts on the public platforms/sites are limited/restricted to matters of general public interest that are not related to the employee's specific employment and wholly unrelated to the employee's job responsibilities (i.e., matters where it is clear the individual is posting not in an official capacity, but simply as a member of the public). Employees in administrative positions are ordinarily not permitted to post personal comments on matters of general public interest because to do so could be misconstrued as Board sponsored speech.~~

Each Corporation-approved social media account/site must contain a statement that specifies its purpose(s) and limits those who access the social media account/site and use of the account/site for only that/those purpose(s) and in accordance with any specified procedures and applicable terms of service. Users are personally responsible for the content of their posts.

Social Media for Instructional and School-Sponsored Activities

Staff (including ~~Corporation-approved~~ volunteers) may, with prior approval/authorization from the Principal, Superintendent, use social media platforms/sites for classroom instruction or school-sponsored activities. When a staff member uses a Corporation-approved social media platform/site for an educational purpose, it will be considered an educational activity and will not be considered a limited public forum. ~~Students' use of Corporation-approved social media platforms/sites must be consistent with the Student Code of Conduct, Policy 5722/AG 5722 – School Sponsored Student Publications and Productions, Policy 7540.03/AG 7540.03 – Student Technology Acceptable Use and Safety, the instructor's directions/procedures, and the platform/site's applicable terms of service. Students are prohibited from posting or releasing personally identifiable information about students, employees, and volunteers through Corporation-approved social media without appropriate consent.~~

Students' use of Corporation-approved social media platforms/sites must be consistent with the Student Code of Conduct, Policy 5722/AG 5722 – School-Sponsored Student Publications and Productions, Policy 7540.03/AG 7540.03 – Student Technology Acceptable Use and Safety, the instructor's directions/procedures, and the platform/site's applicable terms of service. Students are prohibited from posting or releasing personally identifiable information about students, employees, and volunteers through Corporation-approved social media without appropriate consent.

Staff members (including ~~Corporation-approved~~ volunteers) must provide parents of students involved in a school-sponsored activity the ability to opt-out of having their child use social media platforms/sites for communication purposes associated with that ~~activity, activity~~ and arrange for an alternative method of communicating with the participating student concerning the school-sponsored activity. ~~Staff members must obtain parental consent for students to participate in the use of social media platforms/sites related to a school-sponsored activity if the student(s) is sixteen (16) years old or younger.~~

Expected Standards of Conduct on Corporation-Approved Social Media

Employees and ~~Corporation-approved~~ volunteers who access Corporation-approved social media platforms are expected to conduct themselves in a respectful, courteous, and professional manner. Students, parents, and members of the general public who access Corporation-approved social media platforms similarly are expected to conduct themselves in a respectful, courteous, and civil manner.

Corporation-approved social media sites shall not contain content that is obscene; is vulgar and lewd such that it undermines the school's basic educational mission; is libelous or defamatory; constitutes hate speech; promotes illegal drug use; is aimed at inciting an individual to engage in unlawful acts or to cause a substantial disruption or material interference with Corporation operations; or interferes with the rights of others. The Corporation may exercise editorial control over the style and content of student speech on Corporation-approved social media if reasonably related to legitimate pedagogical concerns. Staff or students who post prohibited content shall be subject to appropriate disciplinary action.

The Corporation is committed to protecting the privacy rights of students, parents/guardians, staff, volunteers, Board members, and other individuals on Corporation-approved social media sites. Corporation employees and volunteers are prohibited from posting or releasing confidential information about students, employees, volunteers, or Corporation operations through social media without appropriate consent (i.e., express written consent from the parent of a student, the affected employee or volunteer, or the Superintendent concerning Corporation operations).

Corporation communications that occur through the use of Corporation-approved social media platforms/sites – including staff members' /volunteers' use of social media with school-sponsored activities, and comments, replies, and messages received from the general public – may constitute public records or student records, and all such communications will be maintained (i.e., electronically archived) in accordance with the Board's adopted record retention schedule and all applicable State statutes. (See AG 8310A – ~~Requests for Access to~~ Public Records)

If a staff member uses Corporation-approved social media platforms/sites in the classroom for educational purposes (i.e., classroom instruction), the staff member must consult with the Principal concerning whether such use may result in the creation of public and/or education records that must be maintained (i.e., electronically archived) for a specific period of time.

Employee's Use of Corporation Technology Resources To Access Social Media for Personal Use

Employees and ~~Corporation-approved~~ volunteers are permitted to use Corporation technology resources (as defined in Bylaw 0100) to access social media for personal use during breaks, mealtimes, and before and after scheduled work hours.

They are reminded that the Corporation may monitor their use of Corporation technology resources.

Employees' Use of Personal Communication Devices at Work To Access Social Media for Personal Use

Employees are permitted to use personal communication devices to access social media for personal use during breaks and mealtimes.

Employees and ~~Corporation approved~~ volunteers are prohibited from posting or engaging in communication that violates State or Federal law, Board policies, or administrative guidelines. If an employee/volunteer's communication interferes with ~~his/her~~ ~~their~~ ability to effectively perform ~~his/her~~ ~~their~~ job/responsibilities or violates State or Federal law, Board policies, or administrative guidelines, the Corporation may impose disciplinary action and/or refer the matter to appropriate law enforcement authorities.

This policy and its corresponding administrative guideline will be reviewed and updated as necessary.

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Legal

Protecting Children in the 21st Century Act, Pub. L. No. 110-385, Title II, Stat. 4096 (2008)

Children's Internet Protection Act (CIPA), Pub. L. No. 106-554 (2001)