

## **435 Social Media Use**

### **I. Purpose**

Social media has become an increasingly important part of our ability to communicate with families, students, staff, and the community. NSCS recognizes the need to embrace this valuable avenue of communication and engagement in order to serve our families. NSCS also recognizes the need to use these tools responsibly in an ever-changing environment. The purpose of the policy is to guide our professional, educational, and personal use of social media.

### **II. Definitions**

Public online social media: are defined to include, but not be limited to Websites, web logs (blogs), Wikis, social networks, online forums, virtual worlds, any other interactive social media generally available to the public (e.g. Tumblr, Facebook, Twitter, LinkedIn, Flickr, YouTube, blog sites, etc.)

### **III. General Statement of Policy**

- A. Only those public on social media accounts approved by NSCS may use the school's name or visual images (logo) that purports to identify the social media account with NSCS.
- B. The Director or designee is authorized to establish public online social media accounts on behalf of NSCS for the purposes of informing the public generally and specifically regarding school information.
- C. The Director or the Director's designee, may authorize establishment and use of public online social media accounts by teachers/staff for educational uses for their classes.
- D. All NSCS staff must use school-approved password protected online social media for educational or activity purposes, as these sources are within the school's ability to filter content and access, and allow the school to exercise greater authority to protect students from inappropriate content and to limit public access within these forums.
- E. A live link to approved social media sites created under this policy may be placed on the school website.
- F. Sites created under this policy must comply with NSCS policies on the use of the educational network and internet.

### **IV. Personal Use of Public Online Social Media by Employees**

- A. The decision to make personal use of public online social media is left to the discretion of each employee.

B. While NSCS does not affirmatively monitor employee or independent contractor use of public online social media, it may take appropriate responsive action when it becomes aware of, or reasonably suspects, conduct or communication on a public online media site that adversely affects the workplace or violates applicable professional codes of ethics or other laws.

C. Employees will be held responsible for disclosure, whether purposeful or inadvertent, of confidential or private information, information or data that violates the privacy rights, or other rights, of a third party, or for the content of anything communicated by the employee on any public online social media. An employee who fails to comply with this policy and rules established by the NSCS Director and Board may be subject to disciplinary and other consequences, up to and including termination of employment.