

CHAPTER 8 – Auxiliary Services

PERSONAL TECHNOLOGY AND SOCIAL MEDIA: USAGE AND CONDUCT FOR LAFAYETTE COUNTY SCHOOL DISTRICT

8.35

Lafayette County School Board recognizes the increasingly important role that technology plays in the educational process as well as in the personal lives of the students, their families, and District employees. This policy is intended to foster a thoughtful, responsible use of social media and related technological communication tools in a way that does not disrupt, create unnecessary distractions to, or adversely impact the educational process or the interpersonal relationships among the community, students, faculty and staff. By virtue of their position, Lafayette School Board employees are held to a higher standard than general members of the public, and their online activities should reflect such professional expectations and standards. Any online actions taken that detract from the philosophy of the School Board, or reflect negatively on an employee's position, will be viewed as a direct violation of this policy.

I. Definitions

- A. Includes – Means “includes without limitation” or “includes, but is not limited to.”
- B. Identity – an online identity, Internet identity or Internet persona that a social networking user establishes. This can be a real name, an alias, a pseudonym, a creative description, or otherwise.
- C. Social Media – A variety of web-based sources that allow people to communicate, sharing of information, sharing of photos, sharing of videos, sharing of audio, exchanging of text and other multimedia files with others via some form of online or cellular network platform, which include but are not limited to:
 - 1. Social networking sites (e.g., Facebook, Instagram, MySpace, etc);
 - 2. Blogging;
 - 3. Micro blogging sites (e.g., Twitter, etc.);
 - 4. Video clips and Podcasts (e.g., You Tube); and
 - 5. Discussion forums.
 - 6. Any other form of social media not specifically listed above.
- D. 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®, etc.

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II. Usage and Conduct

A. All School Board employees who use personal technology and social media:

1. Shall adhere to the high standards for appropriate school relationships in policy 6.37, 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 accessible to students and other employees that is inappropriate as defined by policy Unlawful Discrimination Prohibited; 2.16+, Telecommunications Plan, FIRN2 and Internet Use; 8.33, and the Florida Code of Educator Ethics 6B-1.001 and 6B-1.006.
2. Shall conduct themselves with professionalism and in such a manner that will not reflect negatively upon the School District or its philosophy.
 - a) Employees will be held responsible for the content that appears on their social media platform and will be obligated to remove any postings or materials contributed by the employee or others that reflect negatively upon the School District.
3. Shall not use personal technology or social media to share and/or transmit any personnel or student record information of the School District of Lafayette County.
4. Shall not post sexually graphic or explicit material of any kind and will be required to immediately remove any postings of sexually graphic or explicit material made by themselves or others. Such postings may result in immediate discipline of the employee.
5. Shall 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, equipment, or its operations. Employees are encouraged not to use personal technology or social media for personal purposes at all during the work day.
6. Shall 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 due to the District employee's use of personal technology or social media.
 - a) The Board expressly disclaims any responsibility for imposing content filters, blocking lists, or monitoring of its employees' personal technology and social media.

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III. Action

- A. School Board employees who use personal technology and social media may be subject to remedial and any other appropriate disciplinary action for violations of this policy up to and including dismissal and/or indemnification of the District/Board for any losses, costs, or damages, including reasonable attorney fees, incurred by the District relating to, or arising out of, any violation of this policy.

IV. Superintendent or designee shall:

- A. Inform District employees about this policy.
- B. Direct Principals to annually:
 - 1. Inform their building staff about the importance of maintaining high standards in their school relationships, and otherwise.
 - 2. Remind their staff that those who violate Board policy will be subject to remedial and any other appropriate disciplinary action up to and including dismissal.
- C. Build awareness of this policy with students, parents, and the community.
- D. Periodically review this policy and any procedures with District employee representatives and network system administrator(s) and present proposed changes to the Board.

STATE BOARD OF EDUCATION RULE(S):

6B-1.001, 6B-1.006

HISTORY:

ADOPTED: _____

REVISION DATE(S): _____

FORMERLY: NEW