

ARTS ACADEMY ELEMENTARY CHARTER SCHOOL

Board Policy

CATEGORY: Faculty and Staff

POLICY NUMBER: 701

TITLE: Staff use of Social Media

ADOPTED: September 27, 2018

REVISED:

Social Media

The Arts Academy recognizes that today's learning environment involves collaborating, learning and sharing with others on the Internet and social media, including such services as Facebook, Twitter, Instagram, Shutterfly, LinkedIn, YouTube, Whats App, Wikipedia, internet blogs, wikis, instant messaging programs and many other tools through which people connect and share information. The Arts Academy also recognizes the importance of keeping an orderly and respectful learning environment for the success of Charter School's educational program.

Whether or not a person chooses to participate in social media and networking activities is his or her own decision. However, to the extent that parents, students and members of the school community represent The Arts Academy to each other and to the wider community, participation should be done responsibly, keeping in mind both how the location where one chooses to participate and how the content one posts reflects on that person individually and on Charter School. Any issues concerning the privacy of The Arts Academy students, confidentiality of sensitive information, and respect for copyrights and trademarks are all important to understand before participating in an online social environment.

The Arts Academy employees are personally responsible for the content they publish online. Once materials are published online, they will be public for a long time, so it is important to protect your privacy along with the privacy of Charter School, its students and families. Therefore, online behavior should reflect the same standards of honesty, respect and consideration that you use face-to-face and should be carried out consistent with the standards applied at The Arts Academy and in furtherance of Charter School's mission. Do not participate in spreading false or unsubstantiated rumors or false information.

The Arts Academy employees should be mindful that social media resources are an extension of the classroom. When posting on social media, what is inappropriate in a classroom should be deemed inappropriate online as well. The lines between public and private, personal and professional are blurred in the digital world. By virtue of being identified as a The Arts

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Academy employee online, you are now connected to colleagues, students, parents and the school community. You should ensure that content associated with you is consistent with your work at Charter School.

Do not post confidential student information online. Such posting is a violation of FERPA and The Arts Academy policy. Digital content identifying The Arts Academy students or their families should not be posted online without approval from the CEO. Obtain approval from the CEO before posting videos and photographs of students to any social media or online forum. Your request to the CEO for approval of your post must include what you intend to post, where you intend to post it, and the identity of any Arts Academy students depicted in the proposed post.

Materials and information posted to social media should ONLY be posted to online forums that provide protection against general public access and have tools in place to limit access to identified or invited persons.

The Arts Academy has provided employees and students with the means to communicate electronically concerning school matters. Therefore, unless given prior permission by the CEO, online interaction between employees and students is only allowed in Charter School-sponsored course websites, The Arts Academy e-mail, and other Charter School-sponsored online spaces. Interactions on Charter School-sponsored online spaces should be sufficient for online communication between The Arts Academy employees and students.

The Arts Academy employees should refrain from using social media while on work time or on equipment that The Arts Academy provides, unless it is work-related as authorized by your manager. Do not use The Arts Academy email address to register on social networks, blogs or other online tools utilized for personal use.

The Arts Academy telephones are intended for the use of conducting business and school operations. Personal usage of The Arts Academy telephones during business hours is discouraged except for extreme emergencies. All personal telephone calls should be kept brief to avoid congestion on Charter School's telephone system. The Arts Academy phones are not to be used for any long distance calls that are not strictly school-related.

Cellular telephones, computers, personally owned tablets and other devices connected to the internet should be password protected. The Arts Academy staff should ensure that all personally identifiable information is protected and that student confidentiality is maintained at all times.