

EMPLOYEE USE OF SOCIAL MEDIA/SOCIAL NETWORKING

This policy addresses the personal use of social networking sites (e.g., Facebook, Instagram, Snapchat, LinkedIn, YouTube, Twitter, Flickr and other web tools) by MSAD 11 employees. “Personal use” does not include the use of social networks by teachers and school administrators for collaboration in curriculum development and instruction or other activities conducted in carrying out their job responsibilities.

MSAD 11 employees are prohibited from engaging in social networking for personal purposes while carrying out their work responsibilities during the school day; or while performing work responsibilities outside of the school day; or while performing direct student supervision for the District.

The Board respects the rights of school employees to use social media as a means of communication and self-expression on their own time. In doing so, employees should remember that they are role models for students and that their social media conduct may be viewed as representative of the district and its schools.

Employees are prohibited from posting word content, images, videos, or other displays or communications on social networking sites that violate law or Board policies. Employees should avoid postings that may be perceived as detrimental to their effectiveness as a teacher or ability to fulfill their professional responsibilities, or which could reasonably be expected to result in substantial disruption of the instructional program or the operations of the schools. An employee who is responsible for postings that compromise the employee’s effectiveness as a teacher, ability to fulfill his/her professional responsibilities or which result in substantial disruption of the instructional program or the operations of the schools may be subject to discipline up to and including termination.

Employees shall maintain professional employee-student relationships at all times.

Employees may not use the district or school’s logo on any social media site without permission from the Superintendent/designee or represent their views as those of the MSAD 11 School District or of the Board.

Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential student, staff, or District information or the posting of content of any kind that violates privacy or protected rights.

Employees who use District technology to engage in social networking have no expectation of privacy. The District reserves the right to monitor employee use of MSAD 11 technology, including the use of social networking sites.

The Superintendent/designee is encouraged to develop guidelines for the acceptable use of social networking by District staff. Employees who are uncertain as to whether their postings to social media site are appropriate or are in compliance with this policy or District guidelines should contact the Director of Technology or the building principal.

Cross Reference:	AC	Affirmative Action Plan
	GBCC	Employee Use of Cell Phones
	GCSA	Employee Computer/Internet Use Rules
	GCSA-R	Employee Computer/Internet Use Rules
	JFC	Code of Conduct
	JICK	Bullying in Schools
	JRA	Student Educational Records and Information (FERPA)

Adopted: September 5, 2019

Revised: January 4, 2024