

EMPLOYEE USE OF SOCIAL MEDIA

FILE: GBDA

Purpose

To provide standards for appropriate use of social media.

Definitions

Social Media Site – Any online or Internet-based platform that allows interactive communication between persons or entities on social networks, blogs, websites, application software, Internet forums, wikis, and the like.

Professional Social Media Use – Access and use of social media sites for bona fide work-related purposes, whether school-based or non-school-based.

Personal Social Media Use – Access to and use of social media sites by employees for non-work-related purposes, including establishing the employee's own personal presence on social media sites.

Policy Statement

Social media is an important tool for facilitating community engagement, encouraging collaborative communications, and enhancing education. ACPS believes that social media can be used professionally to foster relationships with the community, model positive digital citizenship for staff and students, and promote and celebrate school system and student success. ACPS employees may use social media and other digital tools to help equip every student to be an empowered learner.

All employees are expected to use social media in a civil, respectful, and appropriate manner that does not infringe on the rights of others and in a manner that is consistent with the mission of the school system.

<u>Legal Reference</u>			
<u>Policy Cross Reference</u>	<u>Adopted</u>	<u>Reviewed</u>	<u>Revised</u> August 3, 2021, 1 st Reading Sept. 14, 2021, 2 nd Reading