

SOCIAL MEDIA POLICY

This social media policy applies to all FPS employees, teachers, students, Board of Education Members and auxiliary personnel. This policy covers all social media and media platforms, social networks, etc...

For the purpose of this policy, "social media" includes, but is not limited to: blogs/microblogs (i.e. Foursquare, Twitter, Tumblr, Reddit); social networks (Facebook, Google+, LinkedIn, Kik, Lipsi); media sharing sites (YouTube, Pinterest, Flickr, Snapchat, Insagram, Imgur; virtual worlds (Skype, Facetime, Periscope, WeChat, Google Video), etc...

A student, staff, board member, etc... shall not engage in behavior violating non-technology sections of the Code of Conduct through the use of technology. Any violation within the Code of Conduct that occurs without technology is included in this section through the use of technology. Off campus violations using technology that impact the educational environment are included in this section. Disciplinary action will be commensurate with the violation of a similar offense found in a non-technology section.

The Superintendent or designees reserve the right to periodically conduct Internet searches to determine if employees or students have posted inappropriate materials online.

For example (but not inclusive to):

- A person shall not harass another person via texting or social networks either on or off campus.
- A student shall not cheat by using cell phone cameras or other technology.
- A person shall not make a threat via a social network, texting, or other technological means.
- A person shall not disrupt the academic environment through the use of technology.

Faculty and Staff Guidelines

Personal Responsibility

- Fitzgerald Public School employees are personally responsible for the hosted content they publish online.
- When posting online, please remember that you are an employee of Fitzgerald Public Schools and representative of your colleagues, students, parents and the school community.
- Social Media/Online Resources are extensions of your classroom and are considered official content. What is inappropriate in the classroom should be deemed inappropriate online.
- Do not post photos or movies of other staff or students without permission/parental consent.
- When posting online, confidential information should not be posted.
- Employees are prohibited from using District Technology Resources to access social media for personal use during work time.
- All emails to students, parents, and other faculty members should be sent through the school provided email. Content should be related to school items and be professional and of acceptable content.

Personal Use of Social Networking Sites

- Fitzgerald Public Schools' staff and employees are personally responsible for all comments/information and hosted content they publish online.
- Comments posted online should be within the bounds of professional discretion and of the highest standards.
- Before posting pictures, updating status, or other items, thought should be given to whether the images reflect professionalism.
- Fitzgerald Public School employees are not permitted to solicit or accept "Friend"/ "Follower" etc...requests from current/enrolled students on any personal Social Media Account.
- Any Fitzgerald Public School Employee who chooses to utilize any social media platform to provide classroom information to students and parents must create a "teacher" account. Posts on this account must be exclusively about classroom activities.
- Employees are encouraged to use appropriate privacy settings to their social media sites. Limitations to privacy settings do occur; employees should presume that their social media postings and communications will last indefinitely and can be seen by anyone. Employees should not rely on the "private" nature of any content on social media platforms.

If inappropriate materials have been found posted online, the case will be investigated by school and district officials and if warranted, staff could be disciplined up to and including termination depending on the severity of the offense. The case may be forwarded to local law enforcement or the state department for review and possible further sanctions.