

Policy IJNDD- DPS Social Media Policy

Purpose Statement:

The purpose of this policy is to share guidelines for DPS students and all staff members to use social media responsibly to communicate, educate, and share in a safe and positive manner. Members of the Duxbury Public Schools community are encouraged to use social media as a way to connect with others, create and curate educational content, enhance the classroom experience, and share our mission, vision, and core values. Technology and social media can be a powerful tool. While social networking is engaging and valuable, there are some risks that should be considered when using these tools. In the social media world, the lines can sometimes be blurred between what is public or private, personal or professional. These guidelines will support our school community in making decisions about social media use.

Definition of Social Media:

Social media platforms are websites and applications that enable users to create and share content and to participate in interactive communication/social networking. Examples include Twitter, Instagram, YouTube, Google+, Facebook, Pinterest, LinkedIn, internet forums, SnapChat, TikTok, blogs, and other messaging, video, and photo capturing applications.

Professional social media is a work-related social media account connected to a district-provided email address. Account types may include classroom, specialists, athletic, and other co-curricular activities. These, as well as Parent Teacher Organizations and other organizations connected to the school district must comply with the district's social media guidelines.

Personal social media is a non-work-related social media account. These accounts are set up with personal email accounts and are used for non-school related social media activity. These accounts are not affiliated with the Duxbury Public Schools.

DPS Employee Social Media Expectations

Staff can maintain separate professional and personal social media accounts. DPS employees, who have or want to set up a professional social media account must use their DPS email address to access those accounts. Staff DPS email accounts may not be used to set up personal social media accounts. Any social media account that is set up with a DPS email account is considered legally to be a DPS account and not a personal account.

Content Guidelines:

1. It is expected that any members of the DPS community that have a professional social media account, use it in a way that is consistent with our educational mission, core values, and policies. If found in violation of these guidelines or policies, DPS administrators may restrict, suspend, or terminate access to DPS social media channels. Policy violations may also be subject to additional disciplinary action.
2. Staff using professional social media accounts will respect and protect their audience, the public and Duxbury Public School's staff, students and community. We reflect a diverse set of customs, values, and points of view. Social media users should respect privacy rights, and avoid topics that may be considered objectionable or inflammatory. Users should also follow all federal, state, and local laws as well as district policies and guidelines, including but not limited to the Children's Internet Protection Act (CIPA), Children's Online Privacy Protection Act (COPPA), and Family Educational Rights and Privacy Act (FERPA).

General Guidelines:

1. The establishment and use of a DPS affiliated social media account must be reported to department supervisors and the school principal. DPS administrators reserve the right to monitor social media sites created with DPS email accounts. These accounts are considered extensions of the classroom and/or professional workplace, are linked through a DPS email address, and are considered DPS social media accounts. Staff should use privacy settings on these accounts to restrict the communications to only reach intended audiences.

2. Staff who work with students must only communicate with students through school approved websites or professional social media sites that are designed to address reasonable instructional, educational, or extracurricular program matters.
3. Staff must not connect with current students using social media on their personal social media accounts. Staff should not allow current DPS students to follow their personal social media accounts and should use sound judgment when making decisions about connecting with parents or other family members of students. We encourage staff members to set their social media accounts to “private” in order to moderate followers.
4. Staff must ensure that there is a signed media and publishing release list in Aspen prior to posting images of students on any school-based platforms (ex. department/school Twitter or Instagram pages), and do so with permission. Only images of students with a current Media Release permission on file in Aspen can be posted online.
5. Staff should not post any personally identifiable student information on social media that is open beyond the classroom without parent/guardian permission.
6. Staff should be mindful of online connections to parents and refrain from using personal accounts to contact families regarding students or school-based information.
7. Staff should be mindful of representing DPS online and generally should refrain from posting/participating in town based social media groups regarding school related issues.
8. As with emails, social media posts posted on professional social media accounts utilizing DPS email addresses are considered legal documents. Therefore, employees using school-related professional social media should have no expectation of privacy with regard to their use of such media. DPS reserves the right to review content and restrict or remove any content and comments on professional social media accounts related to the district to ensure adherence to the Social Media Guidelines, Empowered User Policy, and the interests and goals of DPS. Additionally, DPS social media sites are subject to MA public records and record retention laws, rules, regulations and policies. Any content maintained in

social media format that is related to DPS, including a list of subscribers, posted communication, and communication submitted for posting, are considered a public record and subject to public disclosure or records requests.

Staff Personal Social Media Use

1. In order to maintain a professional and appropriate relationship with students, DPS employees should not communicate with students who are currently enrolled in DPS schools on personal social media sites.
2. DPS employees should exercise caution, common sense, and good judgement when using personal media sites.
3. As a recommended practice, DPS employees are encouraged to use appropriate privacy settings to control access to their personal social media sites.
4. The posting or disclosure of student information or student work via Personal Social Media sites, in violation of applicable laws and policy, is prohibited.
5. DPS employees shall not use the DPS logo or make representations that their personal social media account speaks in an official DPS capacity.

Social Media Guidelines for Students:

District electronic devices are provided to students for educational purposes. Approved social media is to be used for educational purposes only under the direction of a teacher or school leader. The Children’s Online Privacy Protection Rule (“COPPA”) states that it is illegal for companies to collect user information and track the online usage of children under 13. Therefore, students age 12 and under should only use social media designed for that age group that meets COPPA standards.

All existing policies and behavior guidelines that cover student conduct on school premises and at school-related activities similarly apply to the online environment as well:

1. Students need to be aware that any information shared privately through social media on electronic devices can still be viewed, accessed, and distributed by others, including their peers. Students also need to know that all district devices use the DPS network whether on campus or off campus. When using the district

network and electronic devices, students should know that the district is able to access, view, record, check, receive, monitor, track, and log any social media activity.

2. Students shall engage in privacy practices and respect the privacy of others. Students need to exercise good judgement when using the built-in camera and recording capabilities of electronic devices. Parent permission is required before posting including all students under the age of 18.
3. Students need to know that they cannot share confidential information about themselves or others. Sharing personal information about oneself, family, peers or others can lead to safety and privacy concerns. Personal information includes but is not limited to name, address, phone number, school, and/or birthday.
4. Students must represent themselves honestly and ethically online and are not to mislead others by impersonating another person-student, staff or any other person.
5. Students should know that all district employees are mandated reporters of suspected child abuse. Should information posted on social media suggest that a minor is being abused or in danger to him/herself or others, district employees are required to report this information to the appropriate authorities.
6. Students must restrict their access to age-appropriate, educational content when using district electronic devices or network resources. Accessing, producing or posting inappropriate material may lead to disciplinary action.
7. Students must always behave lawfully and refrain from encouraging others to act unlawfully. All School Handbook rules apply to online behavior.
8. Students must take responsibility for helping to create a safe school environment on and off line by reporting bullying and hazing to a trusted district teacher or administrator. This includes cyberbullying, which is bullying through digital media such as via text, image, video, message, website post, social media activity or other form of communication sent by an electronic device.
9. Students must produce original work and not represent the work of others as their

own. Students must use materials covered by a copyright only with permission. File sharing software and websites that encourage the illegal downloading of media are forbidden.

Approved by Duxbury School Committee May 6, 2020