



Shelton School District
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ADMINISTRATIVE PROCEDURES

No. 2023P
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PROCEDURES

INSTRUCTION

Electronic Communications/Social Media

The following procedures are adopted to implement and further define the standards set forth in Policy 2023.

I. Use of Personal Devices:

Staff may possess and use personal electronic devices on District property, in District facilities or while attending a District-sponsored activity, subject to the following limitations and consistent with any other rules as may be or as have been established.

- A. Staff should not use a personal electronic device in a manner that interferes with their job duties.
- B. Staff should silence personal electronic devices while on duty, when such device is not used for District-related business.
- C. Staff should not use personal electronic devices to audio or video record students, unless there is a legitimate educational or disciplinary purpose. If questions exist as to what is a legitimate educational or disciplinary purpose, staff should consult with an appropriate administrator. Photos and recordings of students will follow District policy and appropriate laws.

II. Communication with Students and the School Community:

A. Use of Personal Communication Devices to Communicate with Students

- 1. Communication with students using personal electronic devices should be handled judiciously. If necessary, such communication will be appropriate, professional and serve a legitimate educational purpose.
- 2. If communicating with students electronically regarding school-related matters, staff should use District e-mail or utilize available applications that allow for appropriate and transparent communication (e.g. Remind, Class Pager). Exceptions to these restrictions may be made for emergency reasons.

B. Professional Social Media Sites

- 1. An application must be completed by the advisor/coach/administration and submitted to the SSD Social Media Administrator before the site can be created. The application can be obtained at the District Office and/or the SSD webpage. The application will then be

reviewed and approved by the SSD Social Media Administrator of the Shelton School District before the site can be created.

2. A copy of instructions on how to set up an “official” media site will be handed out to the advisor/coach/administration along with a copy of approved security settings.
3. The content on a social media site will be monitored and approved by the advisor/coach/administration.
4. Employees shall not maintain “unofficial” or non-approved sites. The SSD Social Media Administrator or designee will, with the assistance of the Superintendent or Assistant Superintendent, request that employees remove any such site and failure to comply could be subject to additional discipline.
5. Sites must have clearly expressed and publicized “*Terms of Use*”. Those terms and rules will be provided by the SSD Social Media Administrator upon approval.
6. Professional social media sites should be designed to address reasonable instructional, educational, or extra-curricular program matters; remember what is published on the site will reflect on the school, club, team and the Shelton School District. Personal opinions should not be expressed on official sites.
7. Child protection, privacy, data protection, libel defamation, harassment and copyright laws apply to professional social media posts. Permission should be sought from the appropriate people before citing or referencing their work or referencing service providers, partners or other agencies.
8. The SSD Social Media Administrator or designee may monitor in-district approved, professional social media sites to protect the community, and shall maintain a log of reported non-compliant communications and report it to the Superintendent or designee for further actions.

C. Employee Personal Social Media

1. The lines between public and private, personal and professional can be blurred in the digital world. Material that employees post on social media that is publicly available to the school community must not substantially disrupt the school’s educational operations, impair the employee’s ability to perform his or her job duties, or undermine the public trust. Employees should be mindful of the impact that speech on social media may have on students, parents, colleagues, and other members of the school community.
2. The District does not regularly, actively monitor employee use of social media. However, District administrators or their designees may view and monitor an employee’s public social media activity at any time.

Approved: January 9, 2018

Cross References: Board Policy 2022
 Board Procedures 2022P
 Board Policy 3421
 Board Procedures 3421P
 Board Policy 5200