

Concord School District Policy #434

Social Media – Staff

Purpose

The purpose of the Social Media policy is to inform staff who use social media in their capacity as employees of the District to communicate with colleagues, students, parents and/or the community for District- or school-related purposes of the District's expectation that they do so in a safe, responsible and professional manner.

Definition

Social media is a term used to describe a set of electronic tools through which users create online communities to share information, ideas and other content.

General principles

1. All staff communicating through social media for District- or school-related purposes represent the District. All communication with colleagues, students, parents and/or the community for District purposes should be professional and age-appropriate, modeling the standards and integrity of a District professional. The same professional expectations apply to using social media as they do in other areas of professional activity within the District. The Board strongly discourages District staff from socializing with students outside of school on social networking websites, including but not limited to Instagram, Snapchat and Facebook.
2. When staff set up and/or use social media for communications that have District- or school-related purposes, they have no expectation of privacy from the District with respect to such communications. District or District-designated administrators reserve the right to review social media used by staff for District- or school-related purposes or communication and to remove, disable, revise and provide feedback regarding social media sites that do not adhere to the law or District regulations and/or do not reasonably align with the District social media policy. Staff setting up social media sites to communicate with students, parents and/or the community for District- or school-related purposes must inform the District they have set up the site(s) and provide appropriate means for the District or District-designated administrator to access, review and administer the site.
3. Staff shall adhere to applicable privacy and confidentiality laws (including but not limited to FERPA) and policies in all District- and school-related communications and interactions through social media. Staff shall carefully review the privacy settings on any social media and networking sites they use as District professionals, and exercise care and good judgment when posting content and information. Staff should remain aware that information they place on social media and designate as "private" may be disclosed by a person with authorized access to "private" content. Information on social

media sites may also be subject to disclosure for other reasons, including the Right-to-Know law.

4. District staff are responsible for the content of any communication they post or send when communicating as employees of the District through social media. Staff shall be responsible for the content and upkeep of any social media sites they create for District- and school-related purposes, including dismantling the site when it is no longer in use. The use of personal social media for District- or school-related communications is discouraged to avoid any misunderstanding between professional and personal communications.
5. District employees are prohibited from engaging in any conduct on social networking websites that violates the law, Board policies, or other standards of conduct. Employees who violate this policy may face discipline and/or termination, in line with other Board policies and/or collective bargaining agreements, if applicable. Access of social networking websites for individual use during school hours is prohibited.

Legal References:

[RSA 189:70, Educational Institution Policies on Social Media](#)

[RSA 275:72, Use of Social Media and Electronic Mail](#)

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