

ENVIRONMENTAL CHARTER SCHOOLS STAFF SOCIAL MEDIA POLICY

Environmental Charter Schools (ECS) understands that social media is changing the way we work, communicate with colleagues and interact with our students and community. When used properly, social media will serve to reflect the core values and vision of the ECS.

Some typical social media sites include: Facebook, Myspace, Twitter, LinkedIn, YouTube, TeacherTube, Flickr, WordPress, Gambassa, Wikipedia, and Weebli.com. This policy is not limited to these specific sites, but applies to all social media.

ECS shall maintain approved social media sites on behalf of ECS or any of its schools, programs, classes, organizations, clubs, employees, or students. ECS and each of its schools maintains an official professional internet site overseen by ECS Administration which serves as a source of information for students, families, employees, and the community. All content on official ECS and school websites is approved by Administration to ensure accuracy and protection of confidential information. Staff member use of social media in the educational environment including, but not limited to, use associated with curriculum, sports teams, extracurricular organizations and activities, clubs, or any other ECS-related programs or business, is subject to the following rules and guidelines:

Curricular Use: Before agreeing to any terms or conditions associated with the creation of a social media account for use with curriculum, the staff member must notify Administration or designee. Prior to communicating with students through such social media, the staff member must provide any applicable usernames or passwords maintained by the staff member which could restrict access to the social media. Administration or designee may monitor the social media account or use at any time without advance notice or consent. Staff members are responsible for monitoring student use of social media that has been incorporated into curriculum in order to promote and evaluate the instructional or educational purpose and ensure compliance with the ECS's Student Technology Acceptable Use Agreement.

Use of ECS Logos or Trademarks: The logos and trademarks of the ECS and its schools may be used only on official ECS or school web sites or publications and in emails delivered through the ECS email system by current staff members. Any other use of a ECS or school logo or trademark is prohibited unless prior written permission is obtained from Administration or designee.

Professional Identity and Standards: When using social media within the educational environment, staff members must identify themselves by their full legal names and ECS titles. All content associated with staff use of social media within the educational environment must be consistent with the ECS's goals and professional standards.

Non-Interference: Social media use must not interfere with the educational environment or with job duties or responsibilities of staff members.

Communications with Parents/Guardians and Students: Staff members should not communicate with current ECS parents/guardians and students through social media sites

which are personal to staff members or students, do not have an instructional or educational purpose, and/or do not communicate relevant information about school-related activities. Staff members should be mindful about maintaining appropriate professional boundaries with parents/guardians students. Should a parent/guardian or student directly or indirectly communicate to a staff member about known or suspected child abuse or neglect, a threat of harm to the student or others, or evidence of a crime, the staff member must immediately notify the appropriate authorities and Administration or designee.

Confidential Information: Communications through social media are not private. Consequently, staff members must ensure they are not sharing confidential information concerning ECS staff, students, or families. Social media may not be used to publish student information including, but not limited to, names, assignments, grades, attendance data, photographs, videos, or other likenesses, without permission of the student's parent or guardian.

Staff Responsibility and Liability: Staff members are responsible for their social media use and may be subject to liability if such use is found defamatory, harassing, discriminatory, threatening, or in violation of any applicable law, policy, or regulation. Staff members may also be liable if they use confidential or copyrighted information (such as music, videos, or text) belonging to others. All such postings are prohibited under this policy. If a staff member's social media use violates a law, the staff member may be subject to legal remedies and penalties including, but not limited to, any criminal law sanctions or penalties, if a criminal law is violated. ECS shall not be liable, under any circumstances, for staff use of social media, and shall not reimburse employees for any errors, omissions, loss, or damage claimed or incurred due to any social media use.

Policies and Discipline: Staff use of social media within the educational environment shall be contingent upon compliance with the ECS's Social Media Policy for teachers and subject to the ECS's Employee Acceptable Use Agreement, and any applicable state and federal laws, ECS Policies, and Administrative Regulations. Violation of this Policy may result in discipline

I have read and understood, and agree to abide by, the rules and guidelines in the ECS's Social Media Policy.

(Print) Full Name

Signature

Date