TECHNOLOGY AND INFORMATION ACCESS AND USE – SOCIAL MEDIA

Safeguards shall be established so that the Board's investment in both hardware and software achieves the benefits of technology and inhibits negative side effects. Accordingly, students shall be educated about appropriate online behavior including, but not limited to, using social media to interact with others online; interacting with other individuals in chat rooms or on blogs; and, recognizing what constitutes cyberbullying, understanding cyberbullying is a violation of Board policy, and learning appropriate responses if they experience cyberbullying.

For purposes of this policy, social media is defined as Internet-based applications and services that facilitate communication (e.g., interactive/two-way conversation/dialogue) and networking between individuals or groups. Social media provides a way for people to stay “connected or linked to other sites, resources, and people.” Examples include, but are not limited to, Facebook, Twitter, Instagram, chat, blogs, YouTube and instant messaging (IM). Social media does not include sending or receiving e-mail through the use of District-issued e-mail accounts.

Staff may use social media for business-related purposes. Authorized staff may use District Technology Resources to access and use social media to increase awareness of District programs and activities, as well as to promote achievements of staff and students, provided the Superintendent approves, in advance, such access and use. Use of social media for business related purposes is subject to Michigan's public records laws and staff members are responsible for archiving their social media and complying with the District's record retention schedule.

Instructional staff and their students may use District Technology Resources to access and use social media for educational purposes, provided the Principal approves, in advance, such access and use. Class assignments may only be published with appropriate permission in accordance with board policy.

Students must comply with Policy 4612 when using District Technology Resources to access and/or use social media. Similarly, staff must comply with Policy 4612 when using District Technology Resources to access and/or use social media.

ADMINISTRATION REGULATION

Adopted: August 15, 2017