

# MARPLE NEWTOWN SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: SOCIAL MEDIA POLICY

ADOPTED: August 28, 2012

REVISED:

<p>1. Purpose</p> <p>2. Definitions</p> <p>Pol. 815</p>	<p style="text-align: center;">816. SOCIAL MEDIA POLICY</p> <p>The purpose of the Marple Newtown School District (School District or MNSD) Social Media Policy is to establish rules and guidance for the use of social media by students and employees of the District, as well as any guests accessing social media through the School District’s Communications and Information Systems (collectively, Users).</p> <p><b>Social Media</b> includes internet and mobile-based technologies that allow the creation and exchange of user-generated content. Social media involves communication and collaborative sharing.</p> <p><b>Communication and Information Systems (CIS)</b> - consists of, but not limited to, computers, logical and physical networks, the Internet, electronic communications, information systems, databases, files, software, peripherals, interactive devices, and media. See MNSD Responsible Use Policy 815.</p> <p><b>Guests</b> - are Users that access social media through the District’s CIS, regardless of whether they are accessing social media through their personal devices or district property. Guests may include visitors, workshop attendees, volunteers, adult education staff, exchange students, School Board Directors, independent contractors, vendors and School District consultants.</p> <p>Some examples of Social Media include:</p> <p><b>Blogs</b> - are weblogs or journals where authors and users can post textual, audio, or video content, and where some permit others to post comments on their blogs. Some websites enable individuals to create free standing blogs, other special interest websites use blog tools and message forums to engage users.</p> <p><b>Media Sharing</b> - are websites where users post and share videos, audio files and/or photos, as well as tag them to enable search ability. Examples include: YouTube, Flickr, Picasa, and Google Video.</p>
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<p>3. Authority 24 P.S. Sec. 510 Pol. 815</p> <p>4. Delegation of Responsibility</p> <p>Pol. 815</p>	<p><b>Microblogs</b> - are websites and spaces that allow users to post short blog entries. Twitter is an example, as well as other sites that invite users to post short status and location updates, such as Facebook and Foursquare.</p> <p><b>Social Networks</b> - are websites where users can create customized profiles and form connections with other users based on shared characteristics and interests. Websites such as Facebook and MySpace tend to foster personal social contact among “friends” while websites such as LinkedIn are oriented toward professional networking. Some school districts and businesses are also establishing a presence on social networks.</p> <p><b>Virtual Worlds</b> - are web or software-based platforms that allow users to create avatars or representations of themselves, and through these avatars to meet, socialize and transact with other users. Second life and other virtual worlds are used for social purposes and e-commerce, no-profit fundraising and videoconferencing.</p> <p><b>Wikis</b> - are resources or documents edited collaboratively by a community of users with varying levels of editorial control by the website publishers. Wikipedia is an example.</p> <p>As set forth more fully in its Responsible Use Policy 815, the School District has the right, but not the duty, to inspect, review, or retain electronic communication created, sent, displayed, received or stored on and over its CIS systems and to monitor, record, check, track, log, access or otherwise inspect its CIS systems.</p> <p>In addition, the Superintendent or his/her designee is authorized to access Users’ postings on public locations and on School District servers, hard drives, systems, and networks and investigate compliance with this policy.</p> <p>The School District will cooperate to the extent appropriate with social media sites, internet service providers, local, state, and federal officials in investigations or with other legal requests, whether criminal or civil actions.</p> <p>The School District intends to strictly facilitate a teaching and learning atmosphere, to foster the educational purpose and mission of the School District and to protect its Communication and Information Systems against outside and internal risks and vulnerabilities. Users are important and critical players in protecting these School District assets and in lessening the risks that can destroy these important and critical assets. Consequently, Users are required to fully comply with this Policy and its</p>
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<p>5. Guidelines</p> <p>Pol. 815</p>	<p>accompanying administrative regulations, as well as the MNSD’s Responsible Use Policy 815, and all other relevant MNSD policies, administrative regulations, rules, procedures, social media terms of use and other legal documents, and local, state and federal laws.</p> <p>If Users have information suggesting an alleged violation of the policy, it should be reported immediately to a building or central staff administrator, such as a principal, Director of Technology or Superintendent.</p> <p>If Users have questions or concerns about this policy or its applicability, they should contact the Superintendent.</p> <p>Users are responsible for their own behavior when communicating through social media. They will be held accountable for the content of the communications that they state/post on social media locations.</p> <p>It is the responsibility of each User to carefully consider his/her behavior and ensure the propriety of any content that s/he posts or otherwise communicates on the Internet or through social media of any kind. For example, Users should exercise caution when “friending” any individual. When utilizing social media, each User is similarly responsible for Responsible Use Policy 815 and all other policies and regulations governing appropriate conduct for students, employees and guests.</p> <p>Users must refrain from communicating inappropriate materials and information on the Internet and/or through social media of any kind, including but not limited to:</p> <ol style="list-style-type: none"> <li>1. Confidential, personally identifiable or otherwise sensitive information pertaining to the School District, its students, employees or guests.</li> <li>2. Child pornography, sexual exploitation, bullying/cyberbullying, or inappropriate commercialization of childhood experiences.</li> <li>3. Defamatory or discriminatory statements and images.</li> <li>4. Proprietary information of the School District and/or a School District vendor.</li> <li>5. Infringed upon intellectual property, such as materials or information that violate applicable copyright laws.</li> <li>6. Terroristic threats.</li> </ol>
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7. Illegal items and activities.

Users may not utilize social media in a way that disrupts the school environment or in a way that poses a reasonably foreseeable risk of doing so.

Users may not use their personal computers, devices, services, systems, and networks at any time during which they are required to be fulfilling their work, learning, school responsibilities, or volunteer requirements, unless approved by the School District. The School District blocks all commercial social media sites on its computers, devices, servers, networks, and systems, therefore Users may not use social media during their work, school and volunteer responsibilities unless a request has been reviewed and approved by the appropriate administrator. Initial requests should be submitted to the Director of Technology.

Users should note that information that they place in social media whether or not designated by them as private may be accessed in litigation, can be distributed by their friends, and can be accessed in other various legal ways. The School District may be provided this information and may be required to investigate it further. Information that a User has deleted from School District CIS systems may be recovered by the School District. Information that the School District obtains may be disclosed, including without limitation for purposes of investigation, litigation, internal dispute resolution, and legitimate business purposes regardless of whether the particular User is involved.

Users should have no expectation of privacy in anything they create, store, send, receive, or display on or over the school district's CIS systems, and/or the school district's authorized third parties' systems, whether or not designated by the user as personal or private in any way. The School District reserves the right to access, view, record, receive, monitor, track, log, store, modify, forward and otherwise inspect and utilize any or all files, programs, data, communications and any other materials created, stored, displayed, viewed, sent, received or otherwise used on or over its CIS systems, and/or authorized third parties' systems, and to monitor and allocate fileserver space. Users of the School District's CIS systems, and third party systems, who transmit or receive communications and information shall be deemed to have consented to having the content of any such communications accessed, viewed, recorded, checked, received, monitored, tracked, logged, stored, and otherwise inspected or utilized by the School District, and to monitor and allocate fileserver space. Passwords and message delete functions do not restrict the School District's ability or right to access such communications or information.

Users may not coerce others into providing passwords, login, or other security access information to them so that they may access social media or locations that they have no authorization to access.



other relevant School District policies, such as, but not limited to, the student and professional employee discipline policies, Code of Student Conduct, responsible use, copyright, property, curriculum, terroristic threat, vendor access, harassment, and discrimination policies.

Regulations

The Superintendent or his/her designee, is hereby granted the authority to create additional administrative regulations, procedures and rules that carry out the purpose of this Social Media Policy. The administrative regulations, procedures and rules accompanying this policy may include, among other items, guidance in implementing and using School District educational and social media and commercial social media, and the responsibility of Users for their own behavior when communicating with social media.

References:

School Code – 24 P.S. Sec. 510

Code of Professional Practice and Conduct for Education – Title 22 Sec. 235.1 et seq.

Internet Safety, Children’s Internet Protection Act – 47 U.S.C. Sec. 254

Board Policy – 815