

# Personal Use of Social Media

## Purpose

To guide Board of Education employees in the personal use of social media.

Employees of the Board shall comply with this Administrative Procedure and any related guidelines and directives to enable reasonable and appropriate use of social media

## Procedures

### 1. Acceptable use During Work Hours

Some Division employees have legitimate, business-related reasons to make use of social media in the course of doing their jobs; others do not. It's not acceptable for anyone to be regularly accessing any personal social media accounts, or otherwise spending time with social media when they're on the job. Familiarize yourself with *AP 480 Acceptable Use of Computer Network*.

### 2. Acceptable use Outside of Work Hours

**Any comments on Social Media concerning work, as they relate to school, parents, and children are unacceptable.**

### All Employees

As a citizen, as well as an employee you can, of course, use social media outside of work hours in all the same ways as anyone else. It is important to recognize, however, that what you publish on the Internet may reflect on you and may reflect on your employer. Employees who use social media for personal purposes should:

1. Use a disclaimer anywhere there may be uncertainty about the capacity in which they are acting. A disclaimer, such as: "The postings on this site are my own and do not represent the views or opinions of my employer" can help protect you;
2. Recognize that anything posted on the Internet is there for good. Even if you attempt to delete the post, photo, comment, etc., it is likely that it has been stored in any number of other places and could be retrieved and used in ways that you did not intend. Content posted to the Internet should be thought of as permanent;
3. Don't share Division material in a personal space. Keep your personal online presence and your work online presence separate;
4. Respect copyright;
5. Recognize that if you publish inappropriate comments that reflect badly on your employer in your personal space, on your personal time, disciplinary action could follow;

### Senior or Supervisory Staff

For Individuals who hold senior positions, or who work in politically sensitive areas, a disclaimer does not by itself exempt them from special responsibility when posting online. By virtue of their position, these individuals should consider whether personal thoughts they publish may be misunderstood as expressing the positions or opinions of the Board. For individuals in positions like this, caution is advisable, and they should always check with the Communications Officer.