

COMMUNICATION USING ELECTRONIC MEDIA

Electronic media provides diverse communication opportunities and plays an increasing role in how the District, its staff, students, and parents communicate. The District shall regularly adapt to changing technologies and circumstances to ensure that communication is effective and consistent with communications trends on a local, national, and international level. The District recognizes, however, that the improper or unprofessional use of electronic media can negatively impact the District, staff, students, families and communities.

Electronic media includes social media, and all forms or methods of communicating or posting content online. Communications by the District and staff via electronic media must be done in a manner that does not compromise the District's legal obligation to preserve and maintain public and educational records.

When educating students on the use of technology, the District will include age appropriate instruction regarding safe and appropriate behavior on social networking sites, chat rooms, and in other electronic media. Such instruction shall include the dangers of posting personal information online, misrepresentation by online predators, behaviors that constitute cyberbullying, how to report inappropriate or offensive content or threats and how to respond when subjected to cyberbullying.

All official communication with students and parents through electronic means is to be done utilizing KPBSD provided or sponsored websites, servers, and systems. Unless approved by the Superintendent, social networking sites, unless KPBSD sponsored, are not appropriate tools for schools or staff to convey class or school information to students or parents. This policy does not preclude employees from using personal phones for verbal communication with students and parents.

When communicating using electronic media, employees must use good judgment and conduct themselves in a professional manner so as not to disrupt the educational process. The provisions of BP 4119.21 concerning professional ethics are fully applicable to electronic communications. At all times, whether on duty or off, employees are expected to be professional in their attitude and behavior towards students, parents and fellow workers and to abide by the *E 4119.21/4219.21/ 4319.21 Professional Teaching Practices Code of Ethics*.

The Superintendent shall develop guidelines for employee use of electronic and social media and the distribution of information online. The Superintendent will train new employees about these guidelines and annually remind staff members concerning this policy and the importance of maintaining proper decorum while using electronic media.