COMMUNICATION USING ELECTRONIC MEDIA

Electronic media includes all forms of social media, such as text messaging, instant messaging, electronic mail (e-mail), Web logs (blogs), electronic forums (chat rooms), video-sharing websites (e.g. YouTube), editorial comments posted on the Internet, virtual reality sites (e.g. Second Life)and social networking sites (e.g., Facebook, Twitter, LinkedIn, Instagram, eHarmony). Electronic media also includes all forms of telecommunication such as landlines, cell phones, and Web-based applications.

The purpose of this information is to provide employees with guidance on what they should and shouldn't do in the cyber world. The goal is to help staff avoid any unintended situations that could potentially have an adverse effect on their employment status.

When using social media sites, all district guidelines for acceptable use and appropriate boundaries still apply. Please reference:

• *Internet and Electronic Communications Guidelines BP 1114*
• *Internet Safety Guidelines BP and AR 6161.4*
http://www.kpbsd.k12.ak.us/board.aspx?id=2778 and
http://www.kpbsd.k12.ak.us/board.aspx?id=2780

• *Code of Ethics - BP 4119.21 Professional Teaching Practices Commission E 4119.21* http://www.kpbsd.k12.ak.us/board.aspx?id=3234;
http://www.kpbsd.k12.ak.us/WorkArea/DownloadAsset.aspx?id=3240

Some additional points to be aware of include the following:

- Employees will be held to the same professional standards in their public use of electronic media as they are for any other public conduct
- Employees are expected to conduct themselves in a professional and appropriate manner when interacting with students
- Immediately document and report to your supervisor any situation that could potentially lead to allegations of misconduct
- All official communication between district staff and students should be handled through official district channels, i.e. use district e-mail, do not use personal e-mail
- Participation in social networking sites for work purposes must be done with the knowledge and approval of the employee's supervisor when student involvement is anticipated
- Be familiar with the administration of the service. Specific attention should be focused on how to set up privacy controls

COMMUNICATION USING ELECTRONIC MEDIA

- Be familiar with your intended audience when posting items online as some posts may be perceived as offensive to some recipients, and may be a violation of state and, or district rules and policies
- Never post information that is considered proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts) as it may be a violation of state and, or district rules and policies
- Secure district and parental approval regarding the posting of information to social media for all school-sponsored activities including school activities that occur out of district or off school property
- Many students in the district have a photo opt-out on file with the school Make certain you are aware of photo opt-out students in your school or setting
- You do not have a right to privacy with respect to your electronic media communications with students and parents
- Upon written request from a parent or student, the employee shall discontinue direct and exclusive communication with an individual student through e-mail, text messaging, instant messaging, or any other form of one-to-one communication
- Pause and think before you complete a post or push a send button or upload button
- If material posted for personal reasons interferes with an employee's ability to perform his or her job it may be subject to disciplinary action up to and including termination

The reality is that both the Internet and social networking sites are constantly changing and these guidelines are intended to give employees points to consider when using these tools. Common sense and professional decorum are a district expectation in all settings.

KENAI PENINSULA BOROUGH SCHOOL DISTRICT
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