

PERSONNEL

Social Media

The Kennewick School District (KSD) recognizes that access to technology in school gives students, parents and teachers' greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. The District respects the right of students, employees, and members of our community to utilize the variety of social media options available. However, to avoid disruption to the learning environment, and to protect student privacy and well-being, along with the reputation of the Kennewick School District, the following standards are to be met by faculty, and those participating on District-sponsored social media sites.

Faculty Use of Social Media and Electronic Communication

The District respects the right of employees to use social media and networking sites, as well as personal websites and blogs. However, when an employee chooses to use social media, the employee's personal use of these sites must not disrupt the learning environment or damage the District's reputation, its employees, or its students and/or their families. Employees must exercise care in setting appropriate boundaries between their personal and public online behavior, understanding that what is private in the digital world often has the possibility of becoming public, even without the user's knowledge or consent. The District strongly encourages all employees to carefully review the privacy settings on any social media and networking sites they use, and to exercise care and good judgment when posting content and information on such sites. Regardless of privacy settings, however, employees are responsible for all disruption and/or negative impact realized by the District due to personal posts.

When using social media and networking sites in a personal capacity, employees will adhere to the following expectations, which are consistent with the District's workplace standards on harassment, student relationships, conduct, professional communication, and confidentiality:

1. Employees shall not make statements that would violate any of the District's policies, including its policies concerning discrimination or harassment.
2. Employees are expected to uphold the District's value of respect for the individual and avoid making defamatory or derogatory statements about the District, its employees, its students, or their families. While employees may share their viewpoints on current issues that are of public concern, it is important that they distinguish their personal views from those of the Kennewick School District.
3. Employees shall not disclose any confidential District information obtained during the course of employment. This includes, but is not limited to, confidential information about students, families, organizations, or District faculty.

4. With the exception of familial relationships, when using a social media site, employees shall not invite or include current students as “friends,” “followers,” or any other similar terminology used by various sites.
5. Employees shall not use private email, text messaging, instant messaging or social networking sites to interact with a current student or students about any matter. Any such communication must originate from a District-owned device or from a District-sponsored social media source, and must pertain to a school-related activity. Appropriate topics include homework, class activity, school sport or club, or other school-sponsored activities. Employees shall not use any of these modes of communication to discuss private/personal non-school-related matters with a current student or students.
6. When communicating electronically with any student on a school-related matter as described above, employees must send the communication simultaneously to multiple recipients, either multiple students to whom the information is applicable, or by including another relevant school employee as a message recipient, preferably the employee’s administrator. Whenever possible, parents should be included in the electronic communication as well.
7. With the exception of familial relationships and relationships that were clearly established prior to the employee-student relationship, employees shall not use private or District-sponsored email, text messaging, instant messaging or social networking sites to interact with a current student or students about a private matter. All electronic or social media communications between staff and current students must be school-related.
8. Employees must not use any district resources to access social networking sites for personal purposes, to conduct personal commercial transactions, or to engage in personal business activities.
9. If the District believes that an employee’s personal activity on a social networking site, blog, or personal website violates the District’s policies, or this Social Media policy, the District will request that the employee cease such activity. Depending on the severity of the incident, the employee may be subject to disciplinary action, up to and including termination.

KSD Social Media Comments and Participation Policy

The Kennewick School District relies on social media as an effective tool for communicating important information to the community. In addition, faculty and/or students may choose to utilize District-sponsored social media or blogs to coordinate clubs, athletics, classwork or other subjects of the school experience. Comments to externally-facing District-sponsored sites, such as KSD’s Twitter or Facebook page, or the KSD website via blogs, online forms, etc., are welcome and encouraged. The District appreciates community feedback.

The District’s intent is to create a limited public forum. The District will consistently remove any posts that violate this Social Media policy without regard to the particular viewpoint expressed.

Faculty, students and community members (“users”) who participate in a District-sponsored social media site, blog or similar communication platform agree to the following:

1. By posting a comment or other material to a District-sponsored site, users give KSD the irrevocable right and license to exercise all publicity and copy rights with respect to any content provided, which includes using submissions for any purpose in any form and on any media, including but not limited to: displaying, modifying, reproducing, distributing, creating other works from, and publishing submissions. KSD reserves the right to review all comments before they are posted, and to edit them to preserve readability for other users.
2. Otherwise irrelevant or significantly outdated comments may be removed at KSD's discretion.
3. Employees who maintain or participates in a District-sponsored online community that extends to parents, alums, or other constituents will exercise good judgment when posting content to the site. All posts shall be professional, school-related, and reflect positively on the District.
4. In posting material on District-sponsored sites, users agree not to:
 - Post material that KSD determines is threatening, harassing, illegal, vulgar, obscene, defamatory, discriminatory, or hostile towards any individual or entity. Employees shall not post any material that violates any of the District's policies.
 - Post phone numbers, email addresses or other confidential information pertaining to students, faculty, or any other person other than the user. If the user chooses to post his/her own contact information for any reason, the District assumes no responsibility or liability for the misuse of that information.
 - Post material that infringes on the rights of KSD or any individual or entity, including privacy, intellectual property or publication rights.
 - Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization except those which are officially sponsored by KSD, except in designated areas specifically marked for this purpose.
 - Post chain letters, post the same comment multiple times, or otherwise distribute "spam" via the District-sponsored site.
 - Allow any other individual or entity to use the user's identification for posting or viewing comments.
 - Post comments under multiple names or using another person's name.
5. KSD reserves the right to ban social media users who violate this Social Media policy.

All content on District-sponsored sites and electronic communications created with District-owned devices are subject to retention and disclosure under Washington State law.

The Superintendent and/or his/her designee shall develop rules, regulations, and a means of monitoring which will ensure that this policy is implemented.

See also the following policies:

Policy No. 5278
Social Media – Continued

5150 DISCRIMINATION AND HARASSMENT PROHIBITED

5270 GENERAL STAFF RESPONSIBILITIES AND CONDUCT

5276 MAINTAINING PROFESSIONAL STAFF/STUDENT BOUNDARIES

2313 ELECTRONIC INFORMATION SYSTEM: Acceptable Use Guidelines/Internet Safety Requirements

Adopted: September 6, 2017