

Cumberland School Department Policy Manual



PERSONNEL

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SOCIAL MEDIA

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Introduction:

This Personnel Social Media Policy is intended to foster the thoughtful and responsible use of social networking and related technological communication tools. The Cumberland School Department has enacted this Social Media Policy because it has an overriding interest and expectations in how Social Media should affect and influence the classroom and educational process, as well as in deciding what is “spoken” on behalf of Cumberland School Department on the Cumberland School Department’s Social Media.

Nothing in this policy is intended to prohibit the use of educational websites or applications approved by the Cumberland School Department, since these websites or applications are used solely for educational purposes and have signed a professional pledge to uphold student/personnel privacy. This policy may be updated from time to time and amended at the discretion of the School Board, and shall be supported and enforced by the Superintendent’s Office.

Definitions:

For purposes of this policy, the following terms have the following meanings:

- a. “*Administrator*” includes the Cumberland School Department Director of Technology and his or her designees.
- b. “*Content*” includes, but is not limited to, comments, information, articles, messages, pictures, videos, or any other form of communicative content;
- c. “*Cumberland School Department*” includes, but is not limited to, the Cumberland School Department and its schools and their teachers, staff, faculty, administrators, school committee members, representatives, and agents;
- d. “*Faculty*” includes any employee, staff, faculty, or representative of the Cumberland School Department; and
- e. “*Social Media*” includes, but is not limited to, any accessible, expandable, and upgradable publishing technologies, websites, and/or applications, whether on the Internet or not, as well as any associated accounts, and the Content created by and through these technologies, websites, and/or applications.

Administration and Violation:

The Superintendent’s Office will implement protocols and administrative procedure to support and enforce this policy. The Cumberland School Department shall monitor its Social Media to ensure adherence with this policy. Any violation of the Social Media Policy by faculty will be subject to disciplinary sanctions as applicable.



Creation and Use:

The Cumberland School Department's website will remain the Cumberland School Department's primary and predominant Internet presence. The creation and/or use of any Social Media representing or purporting to represent the Cumberland School Department is at all times subject to administrative approval. The use of any Social Media belonging to the Cumberland School Department is at all times subject to administrative approval and oversight. The Cumberland School Department, specifically its Director of Technology and/or his or her designees, shall at all times have access to and administrative control of the Cumberland School Department's Social Media. The Cumberland School Department's Social Media shall be opened using an official and authorized Cumberland School Department email address.

The Cumberland School Department's Social Media should make clear that they are maintained by the Cumberland School Department, and that they follow this policy. The Cumberland School Department's Social Media should link back to the official Cumberland School Department website. All of the Cumberland School Department's Social Media shall comply with applicable website accessibility standards.

All of the Cumberland School Department's Social Media shall adhere to applicable federal, state and local laws, rules, regulations and policies. The Cumberland School Department will approach the use of Social Media tools as consistently as possible, and in a lawful and non-discriminatory manner in accordance with the policies of the Cumberland School Department. The Cumberland School Department's Social Media are subject to public records and record retention laws, rules, regulations, and policies.

Content:

Content posted to any Cumberland School Department Social Media must comply with the terms and conditions of the particular Social Media, and the Cumberland School Department reserves the right to report any violation of those terms so the Social Media may take appropriate and reasonably responsive action. Consistent with federal, state, and local laws and regulations, Content perceived as containing any of the following, but not limited to, inappropriate forms and/or types shall not be permitted on the Cumberland School Department's Social Media and is subject to immediate removal and/or restriction:

- a. Profane, obscene, violent or pornographic Content and/or language;
- b. Defamatory or personal attacks;
- c. Threats to any person or organization;
- d. Encouragement of illegal activity;
- e. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, disability, sexual orientation, gender identity, genetic information, religion, age, family status, military status, or source of income;

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- f. Conduct in violation of any federal, state, or local law, rule or regulation;
- g. Information tending to compromise the safety or security of the public or public systems;
- h. Content violating a legal ownership interest including the intellectual property of any party;
- i. Content not related to the original topic or to the business of the Cumberland School Department, including random or unintelligible comments;
- j. Solicitation of commerce including the advertising of any business or product for sale;
- k. Personal or confidential information; and/or
- l. Any other Content deemed inappropriate by Cumberland School Department consistent with federal, state, or local law, rule or regulation;

The Cumberland School Department reserves the right to restrict or remove any Content that is deemed in violation of this policy or any applicable laws, rules, regulations, or policies, as well as to deny access to the Cumberland School Department's Social Media to any person who violates this policy, at any time and without prior notice. Any Content removed based on this policy should be retained for a reasonable period of time by the administrator who removed it, as well as information about the time, date, and identity of the poster, when available, including documentation of the specific rationale for why the Content was removed.

Content regarding a student shall not be posted on any of the Cumberland School Department's Social Media unless there is a signed Media Release on file at the appropriate school for the current school year that has been signed by the parent/guardian of the student and/or by the eligible student authorizing the display, publishing, distribution or exhibition the student and/or his/her name, image, likeness, spoken words, student work, performance and movement, in any form on the Cumberland School Department's Social Media.

Administrators shall monitor Cumberland School Department's Social Media for Content requesting responses from the Cumberland School Department, and may direct such requests as appropriate for response. Content posted by a member of the public on any of the Cumberland School Department's Social Media are the opinion of the commentator only, and publication of Content does not imply endorsement of, or agreement by, the Cumberland School Department, nor does such Content necessarily reflect the opinions or policies of the Cumberland School Department.

Faculty Use:

No faculty shall disrupt classroom activity or the educational process by or through the posting, forwarding, or otherwise disseminating of any Content on or through Social Media. Faculty may access Social Media through Cumberland School Department owned devices or networks for educational purposes only. Access of Social Media by Faculty for personal use during school hours shall be reserved for during authorized breaks only and shall not be accessed during regular work hours, including classroom instruction time. This includes Social Media accounts for their classrooms or extra-curricular activities.

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Faculty representing the Cumberland School Department via its Social Media shall conduct themselves at all times as representatives of the Cumberland School Department in accordance with all of the Cumberland School Department's rules, regulations and policies. When Faculty responds to a comment in his/her capacity as an employee or representative of the Cumberland School Department, he or she should do so in the name of the Cumberland School Department and he or she shall not share personal information about himself or herself, or others, or Cumberland School Department employees except as required for the Cumberland School Department business, and shall not share personal and/or student record information about the Cumberland School Department's students in accordance with the requirements of federal and state student record laws and regulations.

Faculty is urged to use caution and good judgment when communicating via Social Media, and all Faculty is encouraged to attend training on Internet Safety. Although Faculty may find that Social Media can assist in fostering relationships with students, Faculty is urged to use caution and good judgment when communicating with students via Social Media.

Inappropriate relationships with students, through the use of Social Media or otherwise, may subject employees to discipline and/or referral to appropriate criminal authorities. Fraternalization, including, but not limited to, stalking, sexual harassment, and other objectively inappropriate behavior enabled by a position of authority via Social Media (or any other communication medium) is prohibited.

Student Social Media:

The Cumberland School Department shall not require, coerce, or request any student and/or prospective student to, nor discharge, discipline, penalize, fail, or refuse to admit, or threaten the same for refusing to, disclose his or her password or provide access to his or her Social Media account(s), add a teacher, administrator, or other school employee or school volunteer to his or her Social Media contact, and/or alter settings associated with his or her Social Media so that a third-party may view or access the Social Media.

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