



RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street

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Spring Green, Wisconsin 53588

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Phone: 608-588-2551

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Staff Social Media Use

Purpose:

The importance of sharing in digital environments is vital to preparing students for a global society and for advancing learning and communication. Yet, district employees must carefully utilize social media tools. Free speech protects individuals who want to participate in social media; however, when using social media tools relating to the River Valley School District, restrictions and guidelines are required for social media (which may include but is not limited to blogs, sites, social networking, podcasting, and webpages).

Social Media Guidelines for Staff:

The River Valley School District allows employees to participate in online social activities professionally and recognizes that employees also participate personally. It is important to note that employees in their professional interactions online are a reflection on the entire District and are subject to the District's Acceptable Use Policy. While free speech protects individuals who want to participate personally in social media, decisions have ruled that school districts may discipline employees if their speech, including personal postings, disrupts school operations.

It is the responsibility of the employee to remain familiar with the appropriate security settings for any personal or professional social media used. The lines between public and private, personal and professional are sometimes blurred in the digital world. Employees are expected to serve as positive ambassadors for our District and schools. Because readers of social media may view employees as representatives of the District and schools, employees must observe the following rules when referring to the District, its schools, students, programs, activities, employees, volunteers, communities, etc., on any social media network.

- Employees may not identify students or student information on social media.
- Employees may not use District contact information (logo, email, address, phone, etc.) when using personal social media accounts. An employee's use of any social media network and an employee's postings, displays, or communication on any social media network must comply with all state and federal laws and any applicable District policies.
- Employees shall not use obscene, profane, or vulgar language on professional social media networks or engage in communications or conduct that is harassing, threatening, bullying, libelous, defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or bullying.

The River Valley School District's social media is viewed by the public and not used as a forum for inquiries. The River Valley School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated

youth groups. The following positions have been designated to handle inquiries regarding non-discrimination policies: Business Manager, 660 W. Daley Street, Spring Green, WI 53588, 608-588-2551 and the Pupil Services Director, 660 Varsity Blvd., Spring Green, WI 53588, 608-588-2554.

Cross Reference: 743 - Acceptable Use of Networked Computers, Electronic Mail, and Internet Safety Policy