

STANDARDS OF STAFF CONDUCT REGULATIONS

Online Environments and Social Networks

Since conduct in online environments and social networks can potentially impact an employee's effectiveness in the work environment and, therefore, can potentially impact the effectiveness of a school system, the Patrick County School Board has established standards of conduct and behavior for online environments and social networks. These standards are intended to apply to both school-related and non-school related online activity.

Electronic Communication

The Board acknowledges that electronic communication (including social media and text messaging) are effective communication tools used by staff, parents, and students.

Teachers, coaches, club sponsors and other staff members who elect to use social media and text communications are expected to inform parents and immediate supervisors in advance that they intend to use electronic communication methods, how these tools will be used, and how parents may also access or receive copies of communications.

Social media and text communications should be used almost exclusively to:

- Provide multiple recipients with information related to school, athletic, and/or extracurricular activities. (Examples of "multiple recipients" include groups of involved students, parents who have requested copies of electronic communications, and immediate supervisors when appropriate); and
- Answer school-related questions in a timely and professional manner.

Social media accounts created for the purpose of communication school business with students/parents/community stakeholders will be maintained separately from personal social media accounts. All communications are expected to reflect the professional appropriate relationship that exists between staff and the students they supervise and the high professional standards for conduct outlined in Board Policy GBCB: Standards of Staff Conduct. Login and password information for social media accounts created for the purpose of communicating school business with students/parents/community stakeholders will be made available to administration upon request.

Expected

Each Staff member is expected to:

- Comply with all school laws, school board policies, and regulations when participating in and operating in an online environment.
- Behave in a professional manner when participating in an online environment.
- Include a disclaimer stating that views and ideas expressed do not officially represent the views and opinions of Patrick County Public Schools if the content of the website is dealing with school system related issues.

Unacceptable Conduct

The following conduct is prohibited and may be subject to disciplinary action: this list is not exhaustive; therefore, other conduct in online environments may also be subject to discipline in accordance with state law. This unacceptable conduct applies to all online interactions in which an employee participates:

- Allowing online activity to interfere with workplace responsibilities.
- Breaching of student and/or staff confidentiality in any online environment.
- Creating situations that jeopardize employee effectiveness or undermine professional standing.
- Interacting with students in a secretive or unprofessional manner.
- Displaying immoral or morally questionable content.
- Using official school system logos or symbols on non-school system websites.
- Referring to students, colleagues, or the school environment in an unprofessional manner.

Adopted: May 2017

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Cross Ref.:

GBCB, STANDARDS OF STAFF CONDUCT

GAD, ACCESS TO EMPLOYEE SOCIAL MEDIA ACCOUNTS