



EMPLOYEE SOCIAL MEDIA POLICY

This policy was approved by the Governing Council on October 26, 2016.

Purpose

The purpose of this policy is to provide guidelines to faculty and staff on use of social media when employed at Mountain Phoenix. All staff and employees maintain a duty of privacy to ensure their private life remains private. Social media presents an opportunity for one's private life to become public. Regardless of privacy settings, there should be no expectation of rights to privacy on social networking sites. The conduct of a faculty or staff member on a social media networking site can be considered a reflection of the school. Social media conduct can be cause for suspension or dismissal if the conduct reduces one's ability to perform professional duties, diminishes instructional or disciplinary effectiveness, or creates a disruption to the school environment.

Definition

"Social media" means any form of online publication or presence that allows end users to engage in multi-directional conversations. Social media includes, but is not limited to: Facebook, MySpace, Twitter, Instagram, YouTube, blogs, wikis, social bookmarking, Shutterfly, Snapchat, document sharing, texting, and email.

School-Created Social Media

The Director of Operations or designee may create social media pages or sites for the school. The sites shall be administered and managed by the Director of Operations or his/her designee. Only staff designated by the Director of Operations may post or administer the pages or sites on behalf of the school. The Director of Operations or designee will seek permission from applicable employees before posting content to school social media.

Employee Use Guidelines

The following guidelines for social media should be followed by all employees:

- Faculty and staff may not "friend" any child that is a current student at Mountain Phoenix and should take appropriate steps to confirm that any friend requests they receive are not from a student before accepting. Friending students can appear to create an inappropriate student-teacher relationship and can put the teacher at risk.
- Faculty and staff should keep in mind that everything they post can be seen as a reflection on the school. Do not circulate rumors or unsubstantiated information. As a general rule, if you would not want a post to be read by the directors or a parent, do not post it.
- Faculty and staff shall not refer to or post specific information about students. Any information that can be traced back to a specific student is a violation of FERPA. Faculty and staff members shall not reference assignments or assessments given to Mountain Phoenix students.
- Faculty and staff shall not use their personal social media account as a form of communication for school-related issues. School-related communications with students, parents, and colleagues should only come from school communication systems (i.e. Jeffco email). Staff members should never communicate with students using non-school social media or email. All employees must use Jeffco email accounts.
- Faculty and staff shall not post photos or movies of colleagues without their permission. Faculty and staff shall not post photos or movies taken at school, or photos or movies that contain students without written, current administrative and parent consent.
- Instructors must seek approval prior to publishing artistic work, images, or for profit that was accomplished on school property with school resources.
- Employee must also comply with Jeffco Policy Staff Use of Internet and Electronic Communication and Computer Security for additional rules that may apply to social media.

Violations

Violations of the Guidelines by employees will be dealt with by the Administration, which may include the following actions:

- A conversation about the violation.

- Documentation of violations in the employee's personnel file, to be considered during year-end performance-based evaluations and consideration of compensation.
- Unpaid administrative leave or termination of employment if violations are extreme or repeated.

POLICY HISTORY

Original: adopted by the GC on October 26, 2016.

Note: The section on employee's using Jeffco emails will go into effect by August 2017.