

February 27, 2019

Internet, Social Media and Electronic Communications Policy

Introduction

This policy applies to all employees, including all faculty and staff of Adda Clevenger School in their use of the internet, social media, and electronic communications, regardless of whether the use is through devices and resources of the School or by any other means. The School is a private institution committed to the education, betterment, and safety of its pupils, who are minors, and also committed to establishing effective and satisfying working relationships among members of its community. This policy is designed to help the School carry out these commitments.

The School understands that its employees, including its faculty and staff, use social media sites to share events in their lives, to communicate, and to discuss their opinions with others, including family, friends, and co-workers. Through social media, individuals can create Web content, can organize, edit or comment on content, as well as combine and share content on their own web site or on someone else's. Social media uses many technologies and forms, including Web feeds, blogs, wikis, photography and video sharing, web logs, journals, diaries, chat rooms, bulletin boards, affinity web sites, podcasts, social networking, fan sites, mashups, and virtual worlds.

In general, employees are expected to use good and ethical judgment in their use of the internet, social media, and electronic communications generally. In addition, the following particular rules apply to employees:

Adhere to School Policies and Regulations: To the extent your internet, social media, and electronic communications use affects School employees, students, or School families, or their participation in the School community through work, education, or otherwise, you are required to follow School policies and regulations, including but not limited to those that protect individual privacy rights, antidiscrimination and harassment policies, and the anti-workplace violence policy. If your use of the internet, social media, and electronic communications adversely affects your job performance, the performance of your co-workers, or members of the public served by the School, such as students and School families, the School may take disciplinary action against you up to and including termination.

Do Not Engage in Unlawful or Prohibited Harassment or Threats: You cannot post statements, photographs, video or audio that reasonably could be viewed as unlawful harassment or discrimination or otherwise violating the law, such as by constituting unlawful, threatening conduct. Examples of such conduct might include offensive posts that could contribute to a hostile work environment on the basis of race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition,

genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or any other status protected by law. Examples of unlawful threatening conduct include posting material that would make a reasonable person afraid for his or her safety or the safety of his or her family.

Do Not Make Inaccurate or Defamatory Statements: Never post any information or rumors that you know to be false about your co-workers, students, or School families. Strive for accuracy in any communication, be it a blog entry, post, or comment. You can include a link to your sources of information. If you make a mistake, correct the information, or retract it promptly.

Do Not Infringe Others' Rights or Privacy: Do not disclose information that may violate student, School family member, or employee rights. For example, do not disclose another individual's social security number, medical information, or financial information in a manner that violates that person's rights. For reasons of safety, employees are prohibited from posting on-line photos of the School's students or members of School families.

Do Not Disclose Confidential Information: Communicating confidential School information to unauthorized individuals within or outside of the School is prohibited. In addition, it is prohibited to disclose any pupil records. If there is any question about whether information is confidential or protected, you are encouraged to ask the Head of School.

Make Clear When You Are Not Speaking for the School: If you publish a blog entry or post on-line content related to the work you do or subjects associated with the School, make it clear that you are not speaking on behalf of the School. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the School." Employees should respect the intellectual property rights of the School, and should not make improper use of the school's logo, trademarks, official photographs, or any other of the School's proprietary materials.

Do Not Use Social Media at Work: You must not use working hours when you are not on break for your personal social media use. Do not use your School email addresses to register on social networks, blogs, or other online tools utilized for personal use.

Do Not "Friend" Or Interact with Students Through Social Media Outside the School: School employees, including faculty members, shall not communicate or interact with School students or their parents via Social Networking Sites, other than as authorized and through the official School sites. This restriction applies to former students and their parents as well, until the former student reaches the age of 18.

Conduct School Business Only Through School Electronic Resources: Do not use personal e-mail addresses, texts from personally owned devices, or other personally owned resources to conduct School business. Instead, you must use School resources.

For Media Contacts, Do Not Interfere with the School's Official Response: The School strives to anticipate and manage crisis situations in order to reduce disruption to our employees, maintain our reputation, and avoid disruption for the students and families who are part of our community. To best serve these objectives, the School will respond to the news media in a timely and professional manner only through its designated spokesperson. Employees are not authorized to comment for the School and should direct inquiries regarding the School's particular position on a matter to the Head of School or Director of Operations.

* * * *

Although these are not part of any specific regulation of the School, the following are suggestions for use of the internet, social media, and electronic communications in general. First, in terms of relationships with fellow employees, keep in mind that you are more likely to resolve work-related complaints by speaking not through social media or other internet resources, but directly with your co-workers or via other channels such as by speaking with the School's administration, or by filing an internal complaint, if applicable.

Second, if you would like to keep your personal life separate from your professional or work life, use privacy settings to restrict personal information on public sites. Consider whom you invite or accept to join your social network, as those individuals will have access to your profile, photographs, etc. Understand that even if you have private settings, those you invite into your network can easily, print, save, cut, paste, modify or publish anything you post. Material can be archived on the Internet even after you remove it.

For more information: If you have questions or need further guidance, please contact the Head of School.