

Weakley County Board of Education



Monitoring:

Descriptor Term:

Social Media

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1 **EMPLOYEES**

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3 The use of social media should be designed to reasonably support instructional, educational, or
4 extracurricular programs under the direct supervision of building administration. WCS
5 employees will be held accountable for the content of the communications they post on social
6 media sites. Social media is defined as websites and applications that enable users to create and
7 share content or to participate in social networking.

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9 **Professional Use of Social Media**

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11 • All WCS policies that apply to in-person professional interactions apply equally to online
12 professional activities.

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14 • Creation of a school-based social media account requires prior authorization from a WCS
15 building level supervisor.

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17 • A District employee shall be designated as the account manager of an authorized social media
18 account. (Parents and/or community members should not be the designated account managers.)
19 For group pages, multiple account managers or "account administrators" are recommended. Any
20 security, log- in credentials, or passwords for such accounts must be shared with the account
21 manager's building-level supervisor.

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23 • Employees using social media for professional purposes do not have expectation of privacy
24 with regard to their use of such media. WCS supervisors, or their designees, will regularly
25 monitor professional social media accounts to protect the school community.

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27 • Employees are responsible for protecting confidential information, including, but not limited to
28 compliance with Family Educational Privacy Rights Act (FERPA).¹ No personally identifiable
29 information, including tagging the student, may be posted on professional social media sites,
30 including photographs and videos of students, without consent of the students' parents/guardians.
31 "Tagging" is the practice of identifying a user in the context of a comment or photo. Security
32 settings should be set to ensure that a professional profile cannot be tagged by other users and
33 that only authorized people can post as an administrator of the page.

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35 • Employees have an individual responsibility to understand the rules of the social media being
36 used and act to ensure the safety of students.

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38 • Employees are responsible for reporting use of social media not in accordance with WCS
39 policy to building administration.

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41 • When using professional social media accounts or digital communication tools to connect and
42 communicate with students and/or families, WCS staff should always comply with all Board of

¹ 20 U.S.C. 1232g; 34 C.F.R. Part 99.

1 Education policies. Any electronic communication between staff and students such as team or
2 club announcements must include at least one other staff member. Parents may request to be
3 included in these communications if desired. Any applications used to communicate with student
4 groups must be approved by the District.

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6 • Close surveillance of any professional social media page is recommended to ensure that any
7 undesired content is discovered and addressed promptly.

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9 • Employees must ensure that the content associated with them is consistent with the goals of
10 WCS. Content that would be inappropriate in the classroom should be deemed inappropriate
11 online.

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13 • The Director of Schools may suspend or remove an account that does not adhere to WCS
14 policy.

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16 **Employee Personal Use of Social Media**

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18 • The District recognizes personal use of public online social media is left to the discretion of
19 each employee. The online behavior of WCS employees should always reflect standards of
20 honesty, respect, and consideration in keeping with the values of the District.

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22 • When posting to a blog or any online platform relating to the District or education, it is to be
23 stated at the beginning of the posting that the information is representative of the author's views
24 and opinions and not necessarily the views and opinions of the Weakley County School District.

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26 • Employees shall not directly communicate or be directly connected with individual students
27 who are currently enrolled in WCS schools via personal social media accounts with the
28 exception of a relative. If employees receive a request from a current WCS student to connect or
29 communicate through a personal social media account, they should refuse the request.

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31 • Employees shall not tag other District employees, District volunteers, vendors or contractors
32 without prior permission of the individuals being tagged.

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34 • The posting or disclosure of personally identifiable student information or confidential
35 information via personal social media sites is prohibited.

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37 • Employees are prohibited from using the district or school logo in any personal posting that
38 does not uphold the professional and ethical standards of the Weakley County School District.

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40 • Employees should not conduct school business on personal sites without written permission
41 from Weakley County Schools.