

Procedure for Creation of Social Networking Websites

Purpose

Elizabethton City Schools recognizes the relevance and benefits of using social networking websites to facilitate two-way communication between District employees and various audiences. Therefore, this procedure has been established to outline the approval process and guide appropriate use of District-approved social networking sites. Administrators of sites requiring approval should sign the Acceptable Use of Social Networking Websites Form, beginning on page 2 of this procedure.

- Social networking websites which are managed by District employees and represent District schools or programs must be approved by the Director of Schools or building principal.
- Site administrators must sign and adhere to the Acceptable Use of Social Networking Websites Form, which shall be retained by the Public Relations Coordinator for the duration of the account's existence.
- The Director of Schools, Building Principal or designee may request access to these sites and may edit or remove prohibited content.
- A statement shall be included in the description of any District-approved social networking website that states "ECS-Approved."
- Social networking websites representing the District that have not been approved according to these procedures are subject to termination.
- Account administrators must add the Public Relations Coordinator, where possible, as an administrator to edit or terminate any District-approved page or account.

Updated 2/12/19

ACCEPTABLE USE OF SOCIAL NETWORKING WEBSITES FORM

Professionalism

- a) (Reference Policy 4.406) – “District staff who have a presence on social networking websites are prohibited from posting data, documents, photographs or inappropriate information that is likely to create a material and substantial disruption of classroom activity.”
- b) (Reference Policy 4.406) – “The same relationship, exchange, interaction, information, or behavior that would be unacceptable in a non-technological medium is unacceptable when done through the use of technology.”
- c) Account administrators must use the highest setting on profanity filters.
- d) Prohibited posts or comments must be reported to school or District authorities. Incidents of bullying or other prohibited behavior are subject to disciplinary action.
- e) Administrators must maintain a clear distinction between personal opinions and opinions held by the District.
- f) Employees must be respectful and professional in all communications (by word, image or other means). On district-approved social networking websites, employees shall not use obscene, profane or vulgar language or engage in communications or conduct that is harassing, threatening, bullying, libelous, or 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.

2) Privacy

- a) (Reference Policy 4.407) Account administrators must not share confidential or personally identifying information regarding a student such as: telephone numbers, addresses, e-mail addresses, grades or any other academic information.
- b) (Reference Policy 4.407) “A student’s parent/guardian or eligible student may choose to opt out of having a student’s directory information including name and photograph shared on school or district web pages or district-approved social networking websites” by following the procedures outlined in Board Policy 6.601. These may be shared only if the parent or eligible student has not opted out.”
- c) (Reference Policy 4.407) “Student work may be published on web pages and District-approved social networking websites only with written consent, including copyright consent, executed by the student's parent/guardian or the eligible student.” Obtain written consent using the Consent to Share Student Work Form.

3) Open Records

- a) Posts, comments, and photos posted to a District-approved social networking website may be subject to disclosure under open records laws.

I have read and understood the above statements as they pertain to my use of a District-approved social networking website.

Printed Name of Acct. Administrator

Signature of Acct. Administrator

Name of School / Program represented

Date

Email Address of Acct. Administrator

Building Supervisor Signature

Phone Number of Acct. Administrator

Date

Handle (Name of Account or Page)	Platform (Facebook, Twitter, etc.)	Circle your school:
		EHS TAD ESE HME WSE WELC CO
		EHS TAD ESE HME WSE WELC CO
		EHS TAD ESE HME WSE WELC CO
		EHS TAD ESE HME WSE WELC CO