Board Policy 5325: Employee Use of Social Media Sites, Including Personal Sites

Status: ADOPTED

Original Adopted Date: 04/09/2013 **| Last Revised Date:** 08/08/2023, 11/10/2026 **| Last Reviewed Date:**

Because of the unique nature of social media sites and because of the District's desire to protect its interest with regard to its electronic records, the following rules have been established to address social media site usage by all employees:

Protect Confidential and Proprietary Information

Employees shall not post confidential or proprietary information about the District, its employees, students, agents, or others. The employee shall adhere to all applicable privacy and confidentiality policies adopted by the District or as provided by State or federal law.

Do Not Use the District's Name, Logos, or Images

Employees shall not use the District logos, images, iconography, etc. on personal social media sites. Nor shall employees use the District name to promote a product, cause, political party, or political candidate. Nor shall employees use personal images of students, names, or data relating to students, absent written authority of the parent of a minor or authority of an adult or emancipated student.

Respect District Time and Property

Employees will use e-mail and social media for personal purposes only during non-work times, such as during lunch or before or after school. Employees are prohibited from downloading the TikTok app or visiting the TikTok website on any District device or using internet access provided by the District. Any use of permissible social media sites must occur during times and places that the use will not interfere with job duties, negatively impact job performance, or otherwise be disruptive to the school environment or its operation.

On Personal Sites

If you identify yourself as a District employee online, it should be clear that the views expressed, posted, or published are personal views, not necessarily those of the District, its Board, employees, or agents.

Opinions expressed by staff on a social networking website have the potential to be disseminated far beyond the speaker's desire or intention, and could undermine the public perception of fitness of the individual to educate students, and thus undermine teaching effectiveness. In this way, the effect of the expression and publication of such opinions could potentially lead to disciplinary action being taken against the staff member, up to and including termination or nonrenewal of the contract of employment

Keep Personal and Professional Accounts Separate

Staff members who decide to engage in professional social media activities will maintain separate professional and personal email addresses. Staff members will not use their District email address for personal social media activities. Use of District email for this purpose is prohibited and will be considered a violation of District policy that may result in disciplinary action.

Contact with Students

Pursuant to the Code of Ethics for Idaho Professional Educators, individuals shall maintain a professional relationship with all students, both inside and outside of the classroom, and all digital communications with students must occur on an approved district device and platform.

Digital communications with students in violation of the Code of Ethics for Idaho Professional Educators is prohibited. This may include, but not necessarily be limited to:

1. Listing current students as “friends” on social networking sites;

2. Contacting students through electronic means other than as described in Policy 5335;

3. Coaches electronically contacting a team member or members without including all team members in the communication;

4. Giving private cell phone or home phone numbers to students without prior approval of the District; and

5. Inappropriate contact of any kind including via electronic media.

Nothing in this policy prohibits District staff and students from the appropriate use of the District approved devices and platforms for student communication where the professional relationship is maintained with the student.

Failure to maintain a professional relationship with students, both inside and outside of a classroom setting, including interaction via social networking websites of any nature, e-mailing, texting, or any other electronic methods will result in the required reporting of such conduct to the Professional Standards Commission by the District’s administration.

Rules Concerning District-Sponsored Social Media Activity

If an employee wishes to use a social media sites to communicate meetings, activities, games, responsibilities, announcements etc., for a school-based club or a school-based activity or an official school-based organization, the employee must also comply with the following rules:

1. The employee shall seek to have the social media site added to the list of approved platforms listed in Policy 3225 if it is not already included in the list. They may do so by making a request to the Superintendent who may bring a request to amend Policy 3225 to the School Board.

2. The employee must set up the club, activity, etc. as a group that will be closed and moderated;

3. The employee must set up mechanisms for delivering information to students that are not members of the group via other means;

4. Members will not be established as "friends" but as members of the group;

5. Anyone who has access to the communications conveyed through the site may only gain access by the permission of the employee. A person who wants to access the page may only join after the employee invites them and allows them to join;

6. Parents may access any site that their child has been invited to join. Parents shall report any communications by students or school personnel they believe to be inappropriate to District administration;

7. Access to the site may only be permitted for educational purposes related to the club, activity, organization, or team;

8. The employee responsible for the site will monitor it regularly;

9. The employee's supervisor shall be permitted access to any site established by the employee for a school-related purpose;

10. Employees are required to maintain appropriate professional boundaries in the establishment and maintenance of all such District-sponsored social media activity. This includes maintaining a separation between the school activity pages and the employees' personal social media profiles and pages;

11. Postings made to the site must comply with the District's Policy 5335 Employee Use of Electronic Communications Devices; and

12. The Superintendent reserves the right to shut down or discontinue the group if they believe it is in the best overall interest of the students.

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Legal References	**Description**
IC § 18-6726	TikTok Use by State Employees on a State-Issued Device Prohibited
Idaho Executive Order	2022-06
IDAPA 08.02.02.076	Code of Ethics for Idaho Professional Educators

Other References	**Description**
ISBA Policy Services	https://www.idsba.org/member-services/policy/

Cross References

Code	Description
1405	School Board Use of Email and Social Media
3270	District-Provided Access to Electronic Information, Services, and Networks
3270	District-Provided Access to Electronic Information, Services, and Networks
3270	District-Provided Access to Electronic Information, Services, and Networks
4170	District or School Operated Social Media
5275	Adult Sexual Misconduct
5330	Employee Email and Online Services Usage
5330	Employee Email and Online Services Usage
5335	Employee Use of Electronic Communications Devices (Alternatives)
5335	Employee Use of Electronic Communications Devices (Alternatives)