
CLOVIS UNIFIED SCHOOL DISTRICT

ACCOUNTABILITY PLANNING & RESEARCH

Records Management

EMPLOYEE USE OF TECHNOLOGY

PURPOSE: This document sets forth the rights and responsibilities for employees under the District's Employee Use of Technology and Administrative Regulation No. 7203.

The Governing Board recognizes that technological resources can enhance employee performance by improving access to and exchange of information, offering effective tools to assist in providing a quality instructional program and facilitating District and school operations.

District employees shall be responsible for the appropriate use of technology and shall use the District's technological resources primarily for purposes related to their employment. Such use is a privilege which may be revoked at any time. Employees should also be aware that computer files and communications over electronic networks, including e-mail and voice mail, are not private. The Superintendent or designee may monitor District's technology resources including e-mail and voice mail systems, at any time, without advance notice or consent. Further, these technologies should not be used to transmit non-encrypted confidential information through email or to transmit in a non-secure manner (i.e., answering machine) confidential information about students, employees, or District operations outside of the District without prior authorization from the Superintendent or designee/authority.

The Superintendent or designee shall establish administrative regulations which outline employees' obligations and responsibilities related to the use of District technology. The Superintendent also may establish guidelines and limits on the use of technological resources. Inappropriate use may result in a cancellation of the employee's user privileges, disciplinary action and/or legal action in accordance Board Policy and Administrative Regulations.

The Superintendent or designee shall provide copies of related policies, regulations and guidelines to all employees that use the District's technological resources. Employees shall acknowledge that they have read and understood these policies, regulations and guidelines.

*Adopted: 6/7/95
Amended: 6/26/02
Amended: 1/5/05
Reviewed: 7/30/08
Reviewed: 7/22/09
Reviewed: 8/24/15*

*Education Code sections 51870-51871.5, 52295.10-52295.55
20 United States Code section 6751-6777
47 United States Code section 254, 47 Code of Federal Regulations section 54.520
Penal Code sections 502, 632
Vehicle Code section 23123*

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**CLOVIS UNIFIED
SCHOOL DISTRICT****Clovis Unified School District****Employee Social Media and Texting Guidelines and Best Practices**

The Clovis Unified School District ("District") understands that social media is changing the way we work, communicate with colleagues and interact with our students and community. When used properly, social media will serve to reflect the core values and vision of the District, but when social media activities violate the law or District policies, and/or disrupt the school community or work environment, the District may have an obligation to respond and take appropriate action.

“Social media” is defined as any form of online publication or presence that allows interactive communication, collaboration, or active participation, including, but not limited to, social networks, blogs, websites, Internet forums, and wikis. Examples of social media include, but are not limited to, Facebook, Twitter, LinkedIn, blogs, wikis, social bookmarking, YouTube, Google+, MySpace, WordPress, TeacherTube, Vine, Snapchat, Instagram, and Flickr. Social media can include texting, audio, video, images, podcasts and other multimedia communications. Social media may be incorporated into curriculum and District programs and used to enhance instruction, engage students in learning, model the appropriate and responsible use of social media, and inform students about school-related activities, but is subject to the following rules and guidelines:

1. **Curricular Use:** Before agreeing to any terms or conditions associated with the creation of a social media account for use with curriculum, District-related programs or school-related communication, the employee must notify the appropriate administrator/supervisor or his/her designee and comply with any applicable law or District policy related to the use of social media in the classroom. Employees are responsible for monitoring student use of social media that has been incorporated into curriculum in order to promote and evaluate the instructional or educational purpose and ensure compliance with the District's policies.
2. **Non-Curricular Use:** Social media that is not incorporated into curriculum and that is used for the primary purpose of communicating about school-related activities should be used on a limited basis. All employees who seek to communicate with students through social media or text for a purpose that is not primarily educational or instructional should seek further guidance from administration prior to such use. Social media use, whether for curricular or non-curricular purposes, must not interfere with the educational environment or with job duties or responsibilities of employees.
3. **Communications with Students and Parents:** Employees are discouraged from communicating with current District students and parents through social media sites and texting which are personal to employees, parents or students, and which do not have an instructional or educational purpose, or those not relevant to school-related activities. Employees should be mindful about maintaining appropriate professional boundaries with students and parents. District employees are encouraged to keep their personal lives personal

and should consider the following response when requested to connect with current students or parents through social media:

"If you are a student or parent requesting to be my "friend," please do not be surprised or offended if I ignore or decline the request. I encourage you to connect with me via the District's various online websites."

4. **Confidential Information:** Employees must ensure they are not sharing confidential information concerning District employees, students, or families. Social media may not be used to publish student information including, but not limited to, names, assignments, grades, attendance data, photographs, videos, or other likenesses or personally identifiable material, without permission of the student's parent or guardian.
5. **Professional Effectiveness:** To avoid jeopardizing their professional effectiveness, employees are encouraged to familiarize themselves with the privacy policies, settings, and protections on any social networking websites to which they choose to subscribe and be aware that information posted online, despite privacy protections, is easily and often reported to administrators or exposed to District students. Remember, if you would not bring it into the school, do not post it online.
6. **Personal Social Networking and Media Accounts:** Before employees create an account or join an online social network, they should ask themselves if they would be comfortable if a 'friend' decided to send personal information about them to their students, students' parents or their supervisors. Employees should use appropriate discretion when using social networks for personal communications. It is recommended to keep your work and personal social lives as separate as possible.
7. **Group Communication:** Academic and co-curricular communication via text or social media should be delivered via a "group" message format or via an app intended for this purpose.
8. **Policies and Discipline:** Use of social media within the educational environment is contingent upon compliance with these Social Media Guidelines and the District's Technology Resources Use Employee User Agreement and subject to the District's Employee Use of Technology Board Policy (7203) and Administrative Regulation, and any applicable state and federal laws, District Policies, and Regulations. Violation of any of these policies, guidelines or laws may result in disciplinary action.

I have read and understand, and will abide by Board Policy and Administrative Regulation 7203 regarding Social Media and Texting Guidelines and Best Practices.

Employee Signature: _____

Date: _____

Employee ID: _____

Adopted: 9/9/15