

# Rutherford County Board of Education

Monitoring: <b>Review: Annually, in November</b>	Descriptor Term: <b>Employee Use of Social Media and Personal Websites</b>	Descriptor Code: <b>4.4061</b>	Issued Date: <b>03/14/13</b>
		Rescinds:	Issued:

1 Rutherford County Schools respects the right of employees to use social media, networking sites, per-  
2 sonal websites and blogs, but it is important that an employee's personal use of these sites does not  
3 interfere with official duties, violate any district policies or damage the reputation of the school district,  
4 its employees, its students or their families.

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6 Employees should set appropriate boundaries between personal and public online behavior, understanding  
7 that what is private in the digital world often has the potential of becoming public, even without their  
8 knowledge or consent. It is recommended that employees carefully review the privacy settings on any  
9 social media accounts and exercise good judgment when posting content and information on such sites.

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12 Employees should adhere to the following guidelines consistent with the district's standards on harass-  
13 ment, student relationships, professional communication and confidentiality of student information.

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15 1. Employees who have a presence on social networking websites are prohibited from posting data doc-  
16 uments, photographs or inappropriate information that is likely to create a material and substantial  
17 disruption of classroom activity.
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19 2. Employees are prohibited from accessing personal social networking sites on district computers dur-  
20 ing working hours except for legitimate instructional purposes.
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22 3. Employees shall not disclose any confidential information obtained during the course of his/her em-  
23 ployment about the school district, any school, individuals or organizations, including students and/  
24 or their families.
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26 4. The Board discourages employees from socializing with students on social networking websites. The  
27 same relationship, exchange, interaction, information, or behavior that would be unacceptable in a  
28 non-technological medium is unacceptable when done through the use of technology. Employees  
29 are strongly discouraged from including current students as "friends," "followers," or any other similar  
30 terminology used by various sites without written permission from the student's parent.
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32 5. Coaches, band directors and other employees who see a need to use social media sites to communicate  
33 information about extracurricular clubs, teams or other student groups should establish a dedicated,  
34 non-personal social media account for such purposes with permission of the school principal.
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