

Effective Date: 12/20/16	400-14 Employee Social Media Policy
Revision Date: 11/26/19	Approved by: DPISA Board

The Duluth Public Schools Academy, the Charter School District 4020-07, has adopted the following written Employee Social Media Policy because it is committed to ensuring that social media is used appropriately by all DPISA employees. At the same time, it is the goal of DPISA to encourage and foster the use of new and emerging technology in our organization in a way that promotes learning. This policy, therefore, should help guide decisions on the proper use of social media technology.

DPISA respects the right of employees to use social media technologies during non-work time and using non-work equipment and networks in any way that does not violate the law or interfere with the instruction of students.

Nothing in this policy should be construed as interfering with the rights of employees to engage in concerted activity. Employees have the right to work together to discuss and take action to improve the terms and conditions of their employment.

I. Definition

DPISA defines “social media” broadly to include online platforms that facilitate activities such as professional or social networking, posting commentary or opinions, and sharing pictures, audio, video, or other content. “Social Media” includes, but is not necessarily limited to, personal websites and all types of online communities available to the general public (e.g. Facebook, LinkedIn, Yelp, YouTube, Twitter, Instagram, TikTok, Snapchat, etc.).

II. General Provisions

1. Before using social media technologies for instructional or classroom purposes, employees must first obtain prior approval from the Head of Schools or her designee.
2. Unless specifically for the purpose of performing assigned job duties, employees shall not use social media on work time.
3. All employee use of social media shall be consistent with all other school rules and policies.
4. If an employee suspects the maltreatment of a child (physical, mental, or sexual abuse or negligence) based on their social media experiences and contacts, the employee shall immediately report it to the school and to the proper authorities as per Minnesota law and as school policies require (i.e. remember you are a mandated reporter).
5. Employees shall not post information or conduct any online activity using

- social media that may violate federal, state, or local laws or regulations (e.g. FERPA, HIPAA, various intellectual property laws governing trademarks and copyrights, etc.).
6. Employees shall not comment or otherwise disclose using social media any trade secrets, proprietary school information, and/or confidential information without first securing proper advance approval by the Head of Schools or her designee.
 7. Employees shall not make negative comments about students or caregivers on social media.
 8. Employees shall not use the logo(s), marks, or other protected information or property of DPSA or Duluth Edison Charter Schools for any business/commercial venture without first securing proper advance approval from the Head of Schools or her designee.
 9. Employees shall not make knowingly false representation about their credentials or work.
 10. Employees shall not represent that DPSA has authorized them to speak on behalf of DPSA or that DPSA has approved their message, unless DPSA has provided its prior written authorization. If an employee has not received written authorization to speak on behalf of DPSA, the employee must not create the impression that they are speaking in an official capacity on behalf of DPSA.
 11. Due to the potential for issues such as invasion of privacy, sexual and other harassment/discrimination, school security, and the protection of proprietary information employees shall not take, distribute, or post pictures, videos, or audio recordings of work areas without prior approval of the Head of Schools or her designee. An exception to this rule would be to engage in activities protected by law (e.g. taking pictures of health, safety, and/or working condition concerns or of strike, protest, and work-related issues, and/or other protected concerted activities).
 12. Employees shall not take, publish, or distribute photographs of students without first ensuring DPSA has obtained the proper parental permissions. The Head of School maintains a list of students with such parental permission.
 13. Employees shall be thoughtful in all their communications and dealings with others, including when using social media or email. Employees shall never harass (as defined by DPSA's anti-harassment policy), threaten, libel, or defame fellow professionals, employees, students/caregivers, competitor schools, or anyone else. In general, it is always wise to remember that what employee's say using social media can often be seen by anyone. Accordingly, harassing comments, obscenities, or similar conduct that would violate school policies is discouraged in general and is never allowed while using DPSA's equipment or network or during work time.

All employees are expected to know and follow this policy. If you have any

questions regarding this policy, please ask your supervisor or Human Resources before acting. Any violation of this policy may be grounds for disciplinary action, up to and including termination of employment.

NEW LANGUAGE

DPSA respects the rights of all employees to communicate on their own behalf (or on the behalf of other employees) concerning the terms and conditions of employment. Nothing in this policy is intended to interfere with the rights of employees under federal and state laws, including the National Labor Relations Act, nor will DPSA construe this policy in a way that limits such rights.