Chelsea Public Schools

Office of the Superintendent

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eCommunication

Social Media Policy

INTRODUCTION

This policy is adopted in addition to, and not as a substitute for, Chelsea Public Schools' Internet Acceptable Use Policy, which governs use of the school district's technological resources.

Chelsea Public Schools (CPS) offers guidelines to promote the secure use of social media at the district and employee levels. The policy applies to all current and future social media platforms, including – but not limited to:

- LinkedIn
- Facebook
- Twitter
- YouTube
- Google+
- Wikipedia
- Flickr
- Blogs

Before engaging in social media as it relates to Chelsea Public Schools, please refer to the latest version of the Social Media Guidelines on our website: www.chelseaschools.com/socialmediapolicy.

DISTRICT SOCIAL MEDIA USE POLICY

Chelsea Public Schools' (CPS) Use of Social Media

Chelsea Public Schools utilizes social media sites for the purpose of communicating information and updates on the achievements of the students and staff of our school community.

In an effort to communicate with the school community, CPS will:
- Use social media sites to disseminate information to visitors of the sites.
- Make reasonable efforts to monitor the District's sites on a regular basis to ensure quality control and compliance with the social media policy.
- Make reasonable efforts to direct any questions, comments or criticisms posed by visitors on any of CPS's social media sites to the appropriate contact within CPS. CPS will not generally respond to all questions or comments directly on the social media site other than to direct the individual who posted the comment to the appropriate district contact.

Expectations of CPS Social Media Site Visitors

Visitor comments on CPS's social media sites will remain publicly-viewable at the discretion of the district. While Chelsea Public Schools is open to comments that are germane to its purposes of communicating information and updates about CPS, CPS is also responsible for protecting the privacy and rights of students, families, and staff. Naming employees or students in a way that negatively impacts their privacy rights will not be allowed on any social media platforms maintained by CPS.

CPS reserves the right to remove comments and postings that:
- Break the law or encourage others to do so, which includes copyright and fair use laws.
- Contain abusive or inappropriate language or statements. This includes, but is not limited to, comments that are discriminatory including racist, homophobic and sexist, as well as those that contain obscenities.

- Identify students or staff in abusive or generally negative terms or in a way that impacts their right to privacy.
- Use this page to bully or provoke others.
- Are spam, including service and product advertisements.

To reiterate, CPS will direct any questions, comments or criticisms posed by visitors on any of CPS's social media sites to the appropriate contact within the district. CPS will not generally respond to all questions or comments directly on the social media platform other than to direct the individual who posted the comment to the appropriate CPS contact.

EMPLOYEE SOCIAL MEDIA USE POLICY

CPS approves the use of technology, including social media, to support the educational objectives of the school district. In support of that mission, social media tools can be constructive additions to classrooms. However, in or order to be a useful and effective tool, it is essential that social media tools be used appropriately and safely. The employee social media use policy is as follows:

- School staff communicating with the CPS school community using social networking sites shall establish a "CPS educational" account that is separate from his/her personal account by using his/her @chelseaschools.com email address.
- School staff shall only use their "CPS educational" account to communicate with students and/or parents and guardians on matters directly related to education. "Friends" associated with "CPS educational" accounts should only be members of the Chelsea Public Schools community, such as administrators, teachers, students, and parents of students. It is strongly suggested that staff reject friend requests from individuals who do not fit into any of these categories for the purposes of their "CPS educational" accounts.
- School staff using social media in any capacity for anything related to Chelsea Public Schools, whether hosted by Chelsea Public Schools or by outside companies, must be approved by the building Principal.
- Just as teachers are responsible for keeping content and tone appropriate in the classroom, teachers are also responsible for keeping content and tone appropriate in all social media platforms. Emphasis must be placed at all times on safety and professionalism. All social media usage should reflect the same standards as classroom materials; all content should be appropriate, edited for grammar and usage, and reflective of the educational goals and mission statements of individual Chelsea schools.
- Teachers and staff must use professional judgment to avoid circumstances that could be considered inappropriate. It is important for teachers and staff to maintain proper classroom decorum in the online, digital world; they must avoid any fraternization with students that could be considered improper.
- Without exception, student names and student pictures must NOT be published to social media sites without expressed permission from the building Principal or a designee.
- At all times, staff members will always adhere to individual student academic and privacy rights and the rights of employees to have their personnel and medical information kept confidential.
- Using or posting the school's logo, likeness, City of Chelsea seal or any other brand property that belongs to the school district is prohibited except with prior written permission of the Superintendent.
- If there is any question about the appropriate use/content of a Web application, teachers should contact building Principals for guidance before using the application.

Failure to abide by these guidelines may be considered a violation of the district's "Acceptable Use Policy." Educational staff who use social media as a part of their instruction and communication with students are encouraged to review the AUP policy in connection with this policy.

Chelsea Public Schools

Social Media, Blog, Website, Discussion Board, Wiki, Other Web Application Use/ Authorization

- All use of Web publishing applications used in any capacity for anything related to Chelsea Public Schools (including blogs, discussions boards, wikis, social media networks, FaceBook, Twitter, ect., whether hosted by Chelsea Public Schools or by outside companies) must be approved by the teacher's (or staff's) building Principal.

- Teachers and staff members **must attend a social media orientation / safety meeting** before using media applications in any capacity related to their employment at Chelsea Public Schools. For information or to set up a meeting, please contact Mr. Andreottola (andreottolam@chelseaschools.com)

- If there is any question about the appropriate use / content of Web application, teachers should contact building Principals for guidance before using the application.

I have read this document and the Employee Social Media Use Policy and I understand my responsibility to maintain a safe and appropriate learning environment. I understand that this responsibility extends to the use of Web applications. I understand that it is my responsibility to vigilantly protect the safety and privacy of students at all times, and that any published materials must be appropriate and professional. I understand that I must attend a CPS social media / orientation / safety meeting (detailed in bullet 2 above) before using social media technology in any capacity as an employee of Chelsea Public Schools.

_____
Teacher / Staff Name (please print)

_____   _____
Teacher / Staff Signature   **Date**

_____
Building Principal Name (please print)

_____   _____
Building Principal Signature   **Date**