



**NORTH ALLEGHENY
SCHOOL DISTRICT**

SECTION:	OPERATIONS
TITLE:	SOCIAL MEDIA
ADOPTED:	7/20/16
REVISED:	

836 - SOCIAL MEDIA

Section 1. Purpose

The purpose of the North Allegheny School District Social Media Policy is to establish rules and guidance for the use of social media by students and employees. Users should be guided by this Policy to avoid social media uses or errors which could have wide-ranging harmful effects, such as violations of the District’s Code of Conduct, Responsible Use Policy, Anti-Bullying Policy, state and federal laws, disclosure of confidential information, or causing harm or hindrance to the District’s educational mission.

Section 2. Definitions

- a. Social Media - includes websites that incorporate one or more of the following:
 - 1. Blogs - web logs or journals where authors and users can post textual, audio, or video content, and may permit others to post comments on their blogs.
 - 2. Bookmarking Sites - web services where users collect content from elsewhere on the Internet, and save it to their account on the platform. This content can be private or public, and shared with other users. *Pinterest* is an example of a bookmarking site.
 - 3. Media Sharing - websites where users post and share videos, audio files and/or photos as well as tag them to enable searchability. Examples include *YouTube, Flickr, Picasa, and Google Video*.
 - 4. Microblogs - websites and spaces that allow users to post short blog entries. *Twitter* is an example, as well as other sites that invite users to post short status and location updates such as *Facebook*.
 - 5. Online Reviews - online evaluations of a publication, service, company; movie, music, book; a piece of hardware like a car, appliance, or computer; or an event or performance. In addition to a narrative commentary, the review may include rating score to indicate its relative

24 P.S.
Sec. 4601, 4604, 4610
20 U.S.C.
Sec. 6777
Pol. 218, 224.1, 249, 352,
452, 552

merit. *Yelp* and *Urbanspoon* are examples of online reviews.

6. Social Networks - websites where users can create customized profiles and form connections with other users based on shared characteristics and interests. Websites such as *Facebook* tend to foster personal social contact among “friends,” while websites such as *LinkedIn* are oriented toward professional networking.
7. Wikis - resources or documents edited collaboratively by a community of users with varying levels of editorial control by the website publisher.
8. Virtual Worlds - web or software-based platforms that allow users to create avatars or representations of themselves, and through these avatars to meet, socialize, and transact with other users. Virtual worlds are used for social purposes and e-commerce, non-profit fundraising, and videoconferencing.
9. For purposes of this policy, “social media” also includes communication, collaborative sharing, and reaching students, employees, and guests for educational purposes using District-provided tools. Examples include, but are not limited to: *Google Apps*, *YouTube*, and *Blackboard*.

- b. District Technology Resources - all technology owned and/or operated by the District, including computers, projectors, televisions, video and sound systems, mobile devices, calculators, scanners, printers, cameras, portable hard drives, hardware, software, routers, and networks, including the Internet.
- c. User - anyone who utilizes or attempts to utilize District technology resources while on or off District property. The term includes, but is not limited to, students and employees that may use District technology.

Section 3. Delegation of Responsibility

- a. The District aims to facilitate a learning and teaching atmosphere, to foster the mission of the District, and to protect District technology resources. Users play an important role in protecting these District assets and in lessening the risks that can harm these important assets.
 1. Users are to immediately report any violations of this Policy or suspected violations to a District Administrator.
 2. It is the responsibility of all users to carefully consider their behavior and what they place online when communicating with or “friending” any individual.
 3. Users may not coerce others into providing passwords, login, or other security access information to them so that they may access social media or locations that they have no authorization to access.

Pol. 224, 224.1

Pol. 218

<p>65 P.S. 67.101 et seq.</p>	<p>4. Users should note that information that they place in social media and designate as private can be accessed in litigation, can be distributed by their friends, and can be accessed in other various legal ways.</p>
<p>Pol. 224.1</p>	<p>b. The District’s Technology Staff is authorized to access users’ postings on public locations and on District servers, hard drives, systems, and networks under the direction of the Superintendent, and/or designee, law enforcement, a court order, a subpoena, or other legal action or authority.</p> <p>c. The Superintendent, and/or designee, shall create administrative procedures to carry out the purpose of this Social Media Policy.</p>
<p>Pol. 224.1, 352, 452, 552</p>	<p>Section 4. <u>Guidelines</u></p>
<p>Pol. 218</p>	<p>a. The following guidelines apply to users who choose to create or contribute to blogs, wikis, social networks, virtual worlds, or any other kinds of social media.</p>
<p>Pol. 218, 224.1, 352, 452, 552</p>	<ol style="list-style-type: none"> 1. Users are responsible for their own behavior when communicating by use of social media. 2. Users will be held accountable for the content of the communications stated/posted on social media locations where such communications materially disrupt school operations and are not otherwise-protected speech. 3. Users are responsible for complying with the School District’s employee and student conduct requirements and Responsible Use Policies. 4. Users may not disrupt the learning atmosphere, educational programs, school activities, and the rights of others.
<p>17 U.S.C. Sec. 101 et seq. Pol. 814</p>	<p>b. The District expects anyone who participates in online commentary to:</p> <ol style="list-style-type: none"> 1. Demonstrate integrity, be aware that everything written is public, and obey all copyright laws. 2. Review the content of any links before embedding them as a part of commentary to ensure that such links are consistent with the District’s educational mission and vision. 3. Not use the name of the “North Allegheny School District” or its logo or mark in any form in social media without the expressed, written permission of the Superintendent and/or designee. 4. Limit communications between staff members and students to academic or instructional content or issues. 5. Seek permission from the Superintendent and/or designee before

<p>Pol. 224.1, 352, 452, 552</p> <p>Pol. 218</p> <p>65 P.S. 67.101 et seq. 20 U.S.C. 1232g 34 C.F.R.</p> <p>Pol. 218, 224.1, 352, 452, 552</p>	<p>endorsing a product or service on behalf of the District.</p> <p>c. Privacy - The District reserves the right to monitor any user’s utilization of District technology resources. Users have no expectation of privacy while using District technology resources whether on or off District property.</p> <ol style="list-style-type: none"> 1. The District may monitor, inspect, copy, and review any and all usage of District technology resources including information transmitted and received via the Internet to ensure compliance with this and other District policies, and state and federal law. 2. All e-mails and messages, as well as any files stored on District technology resources, may be inspected at any time for any reason. 3. Where users place their communication in “privacy” marked social media, they cannot expect that their information will not be disclosed by a person within their “private marked group”. Such information may be disclosed by others within the “private group”, or the information may be discovered as part of the discovery process in litigation, or it may be disclosed by other means. The School District may be provided this information and be required to investigate it further. Information that the School District obtains may be disclosed without limitation for purposes of investigation, litigation, internal dispute resolution, and legitimate business purposes regardless of whether the particular user is involved. <p><u>Section 5. Consequences for Inappropriate, Unauthorized, and Illegal Use</u></p> <p>Users must be aware that violations of this Policy, accompanying administrative regulation(s), or other School District policies, regulations, rules or procedures or statutes, regulations, and laws or unlawful use of social media systems and information, may result in loss of access and a variety of other disciplinary actions, including, but not limited to, warnings, usage restrictions, loss of privileges, position reassignment, oral or written reprimands, student suspensions, employee suspensions (with or without pay for employees), dismissal, expulsions, breach of contract, penalties provided in statutes, regulations, and other laws and/or legal proceedings on a case-by-case basis.</p> <p><u>References:</u> Child Internet Protection Act – 24 P.S. Sec. 4601, 4604, 4610 Enhancing Education Through Technology Act – 20 U.S.C., Sec. 6777 Family Education Rights and Privacy Act – 20 U.S.C., 1232g – 34 C.F.R. U.S. Copyright Law – 17 U.S.C., Sec. 101 et seq. Right to Know Law – 65 P.S., 67.101 et seq. Pol. 218, 224.1, 249, 352, 452, 552</p>
--	---