

Murfreesboro City School Board

Monitoring: Review: Annually, in February	Descriptor Term: Employee Use of Electronic Social Media	Descriptor Code: 5.6101	Issued Date: REVIEWED 2/20 02/12/19 10/24/17
		Rescinds: PER 46	Issued: 03/01/13

1 **ELECTRONIC MEDIA**

2 Murfreesboro City Schools realizes the use of electronic media has become increasingly popular. The
 3 school district also understands guidelines and procedures must be established and followed in order to
 4 ensure such forms of communication are used appropriately.

5 Electronic media includes all forms of social media, such as text messaging, instant messaging,
 6 electronic mail (e-mail), web logs (blogs), electronic forums (chat rooms), video-sharing websites
 7 (e.g., YouTube), editorial comments posted on the Internet, and social network sites (e.g., Facebook,
 8 MySpace, Instagram, Twitter, LinkedIn). Electronic media also includes all forms of
 9 telecommunication such as landlines, cell phones, and web-based applications.

10 As role models for the district’s students, employees are responsible for their public conduct even
 11 when they are not acting as district employees. Employees will be held to the same professional
 12 standards in their public use of electronic media as they are for any other public conduct. If an
 13 employee’s use of electronic media interferes with the employee’s ability to effectively perform their
 14 job duties, the employee is subject to disciplinary action. If an employee wishes to use a social network
 15 site or similar media for personal purposes, the employee is responsible for the content on the
 16 employee’s page, including content added by the employee, the employee’s friends, or members of the
 17 public who can access the employee’s page, and for web links on the employee’s page. The employee
 18 is also responsible for maintaining privacy settings appropriate to the content.

19 An employee who uses electronic media for personal purposes shall observe the following:

- 20 • The employee may not set up or update the employee’s personal social network page(s) using
 21 the district’s computers, network, or equipment and/or while performing MCS assigned
 22 duties.
- 23 • The employee shall not use the district’s, school’s, or program’s logo or other copyrighted
 24 material of the district without express, written consent.
- 25 • The employee continues to be subject to applicable state and federal laws, MCS school board
 26 policies, and any administrative regulations, even when communicating regarding personal
 27 and private matters, regardless of whether the employee is using private or public equipment,
 28 on or off school grounds. These restrictions include:
 - 29 • Confidentiality of student records.
 - 30 • Confidentiality of health or personnel information concerning colleagues, unless
 31 disclosure serves lawful professional purposes or is required by law.
 - 32 • Confidentiality of district records, including educator evaluations and private e-mail

- 33 addresses.
- 34 • Copyright law
- 35 • Prohibition against harming others by knowingly making false statements about a
- 36 colleague or the school district

37 **USE OF ELECTRONIC MEDIA WITH STUDENTS**

38 Murfreesboro City Schools is comprised of Pre–K through sixth (6th) grade students. The need for an

39 employee to use electronic media to communicate with elementary students instead of parents requires

40 approval. With written permission from the Director of Schools or designee and parent/guardian, a

41 faculty member may communicate via email only with students. The school principal or designee must

42 be included in the communication. An employee is not subject to these provisions to the extent the

43 employee has a social or family relationship with a student’s parents.

44 The following definitions apply regarding the use of electronic media with students:

- 45 • Electronic media includes all forms of social media, such as text messaging, instant messaging,
- 46 electronic mail (e-mail), Web logs (blogs), electronic forums (chat rooms), video-sharing Web
- 47 sites (e.g., YouTube), editorial comments posted on the Internet, and social network sites (e.g.,
- 48 Facebook, MySpace, Instagram, Twitter, LinkedIn). Electronic media also includes all forms of
- 49 telecommunication such as landlines, cell phones, and Web-based applications.
- 50 • Communicate means to convey information and includes a one-way communication as well as
- 51 a dialogue between two or more people. A public communication by an employee that is not
- 52 targeted at students (e.g., a posting on the employee’s personal social network page or a blog)
- 53 is not a communication: however, the employee may be subject to district regulations on
- 54 personal electronic communications. Unsolicited contact from a student through electronic
- 55 means is not a communication.