

Milbank School District	NEPN Code: GBCBB

MEDIA AND SOCIAL NETWORKING SITES

Employees must conduct themselves so that they do not distract from or disrupt the educational process. The Superintendent will ensure that staff members are reminded and informed of the importance of maintaining proper decorum in the use of technology as well as in person. This will include but is not limited to:

1. Improper fraternization with students using Facebook and similar internet sites or social networks, or via cell phone, texting, or telephone.
 - Electronic messages with students will be academic in nature or related to a school activity.
 - All messages communicated by teachers, coaches, and advisors shall be sent to all members of a class, team, or activity unless the message pertains to one individual and concerns medical, or other academic privacy matters.
 - Inappropriate fraternization or contact with students via e-mail, phone, chat rooms, social networking sites or any other electronic form of communication is prohibited.
2. Inappropriateness of posting items with sexual content.
3. Inappropriateness of posting items promoting or advocating use of drugs and alcohol.
4. Monitoring and penalties for improper use of district computers and technology.
5. The possibility of penalties, including dismissal from employment, for failure to exercise good judgment in on-line conduct.

When inappropriate use of computers and websites is discovered, disciplinary action will be considered and taken. Employees of the school district understand that pursuant to this policy that media and social networking sites may be monitored by the school district.

The school district expects you to keep the line between your professional life and your personal life clearly drawn at all times. This can be accomplished by using forethought prior to using social networking for both your professional and personal life, to be sure that these lines do not become blurred.

If the district does not maintain a web portal for staff to communicate outside of school hours as necessary with students and families, and an employee wishes to establish a Facebook or other electronic communications account through which he or she will communicate with students, he or she should establish an identity that is separate from his/her "personal" Facebook Identity or other electronic communications account. Staff members are expected to use their educational account to communicate with students and/or parents and guardians on matters directly related to education. The "friends" associated with such an educational account should only be members of the educational community, such as administrators, employees, students, and parents of such students. It is strongly recommended that employees will reject friend requests from individuals who do not fit into any of these categories.