

DaVinci Academy of Science and the Arts

Employee Social Media Guidelines

The use of social networking (Facebook, Twitter, YouTube, etc.) must be for educational purposes. As with any electronic resource provided by DaVinci Academy, proper and improper use of social media networking sites fall under the provisions of the DaVinci Academy [Acceptable Use Policy #701](#).

Social media can become a very proactive tool. Once a profile is created and a following established, information can be 'pushed out' instead of asking individuals to come to a website to gather information. The goal of DaVinci Academy is for patrons and employees to have a positive experience with the use of social media. The use of social media is not mandatory, but if an employee chooses to do so, the following guidelines are provided to support this goal. Violation of these guidelines may result in disciplinary action up to and including termination of employment, in accordance with DaVinci [Disciplinary Action Policy #401](#)

- Employees must have a specific educational purpose or need to use social media.
- Employees must have authorization from their principal or LEA administrator, prior to creating a professional social media account associated with their work for DaVinci Academy.
- Employees creating social media accounts are responsible for all content posted to profiles, pages or groups of social media sites used for LEA business.
- The supervising principal or LEA administrator must be included in the page or group.
- LEA administration reserve the right to audit and/or adjust any content posted to school or LEA authorized social media sites.
- In order to use social networking sites most effectively as an instructional tool in the classroom or other educational environment, employees should create 'groups' where they can interact with students without giving them access to personal accounts. These sites can also be designed as private accounts, meaning a specific action has to happen to invite or accept a student or user into a group.
- When posting information to any group or professional page, keep in the mind the following:
 - All online postings should conform to policy
 - The lines between public and private, personal and professional are blurred in the digital world. You will always be considered a DaVinci employee. Whether it is clearly communicated or not, you will be associated with DaVinci Academy of Science and the Arts in what you do and say online.
 - Online postings and conversations are not private.
 - Do not post any political, religious or sexual comments, images or material.
 - Express ideas and opinions in a respectful manner.
 - All communications should be in good taste and meet educational standards.
 - Never post a student's photo without obtaining parental permission, and photos must be consistent with school dress standards.
 - Images or pictures should portray employees and DaVinci Academy in a professional manner.
 - Never share confidential information online.
 - Once information is posted in cyberspace it is permanent.
- Employees will not be friends with students using personal accounts on Facebook, Twitter, Google+, or any other social networking sites.

- Employees cannot use personal profiles or pages for LEA or School business that would misrepresent or confuse members of the public about DaVinci’s purpose or mission. Use of personal social media accounts must remain separate from professional accounts.
- Employees will not post pictures of students or any student information on their personal sites, unless those pictures are related to a public school event and parents have already given permission for those types of pictures or student information (as listed in the FERPA notice) to be posted on a public site.
- District time should not be used to interact on personal pages such as Facebook.
- Employees who become aware of any violations of the Social Media Guidelines must immediately report their findings to a school or LEA administrator.

Employee Name _____ Employee Signature _____

Account ID(s) _____ Password(s) _____

Date _____