

DISTRICT SOCIAL MEDIA

The Old Tappan Public School District recognizes the importance of a modern exchange and learning between the District and members of the school community, including staff, students, parents, community members, community partners and the media.

This District Social Media Policy shall govern the use of social media by certified and non-certified staff members and students and shall be considered a supplement to Old Tappan Board of Education Policy 4119.27, Certified Staff Use of Internet, Social Networks and Other Forms of Electronic Communication; and Policy 4219.27, Non-Certified Staff Use of Internet, Social Networks and Other Forms of Electronic Communication, which also govern staff members' use of social media and other forms of electronic communication.

For purposes of this policy, social media refers to online applications that allow users to connect to each other and to create, share, and collaborate content. Social media can include, but is not limited to: blogs; wikis; social networking websites (SNS), such as Facebook, Twitter, Tumblr, RSS, YouTube, LinkedIn, Flickr, Google+, podcasts, video sharing, instant messaging, email, and all online collaboration, information, and publishing systems. Some quiz and skill practice websites include social media applications as well.

In the best interests of our District and our community, District staff and students who administer or use official social media sites on behalf of the District must adhere to all existing policies, including, but not limited to:

- Policy 2224 Non-Discrimination/Affirmative Action
- Policy 2224.1 Sexual Harassment
- Policy 4111.2 Sexual Harassment – Certified Staff
- Policy 4119.24 Staff/Student Relations – Certified Staff
- Policy 4119.26 Conduct – Certified Staff
- Policy 4119.27 Staff Use of Internet, Social Networks, and other Forms of Electronic Communication – Certified Staff
- Policy 4119.28 Mobile Devices --Certified Staff
- Policy 4211.2 Sexual Harassment – Non-Certified Staff
- Policy 4219.24 Staff/Student Relations – Non-Certified Staff
- Policy 4219.26 Conduct – Non-Certified Staff
- Policy 4219.27 Staff Use of Internet, Social Networks, and other Forms of Electronic Communication – Non-Certified Staff
- Policy/Regulation 5131 Conduct/Discipline
- Policy 5131.1 Sexual Harassment – Students
- Policy 5131.2 Harassment, Intimidation and Bullying
- Policy/Regulation 5131.10 Dating Violence
- Policy 5132.1 Electronic Communication and Entertainment Devices
- Regulation 6141.3 Social Media Guidelines
- Policy/Regulation 6142.10 Telecommunications/Technology

The Superintendent shall develop regulations to include District social media guidelines to implement the provisions of the District Social Media Policy.

Disciplinary Action

Any violations of the provisions outlined herein are subject to appropriate disciplinary action in accordance with applicable state law, federal law, and Board Policies and/or Regulations. Infractions by students shall be immediately reported to the building principal, and disciplinary corrective action may be taken in accordance with Board Policy and Regulation 5131, Conduct/Discipline. Infractions by staff members shall be immediately reported to the building principal and may result in disciplinary corrective action in accordance with Board Policy 4117.50, Standards for Staff Discipline, and Board Policy 4117.52, Dismissal/Suspension.

Legal References:

<u>20 U.S.C. § 1232g</u>	Family Educational Rights and Privacy Act
<u>N.J.S.A. 2A:38A-1 et seq.</u>	Computer System
<u>N.J.S.A. 18A:6-10</u>	Dismissal and Reduction in Compensation of Persons Under Tenure
<u>N.J.S.A. 18A:11-1</u>	General Mandatory Powers and Duties
<u>N.J.S.A. 18A:27-4</u>	Power of Boards of Education to Make Rules Governing Employment of Teachers
<u>N.J.S.A. 18A:36-35</u>	School Internet Web Sites; Disclosure of Certain Student Information Prohibited
<u>N.J.S.A. 18A:36-40</u>	Written Policy Concerning Electronic Communication Between School Employees and Student
<u>N.J.S.A. 18A:37-13 et seq.</u>	Anti-Bullying Bill of Rights
<u>N.J.A.C. 6A:9-3.3</u>	Professional Standards for Teachers
<u>N.J.A.C. 6A:9B-4.5</u>	Grounds for Revocation and Suspension of Certification
<u>N.J.A.C. 6A:16-7.8</u>	Student Records and Confidentiality

Cross References:

*2224	Non-Discrimination/Affirmative Action
2224.1	Sexual Harassment
*3570	District Records
*4111.1	Non-Discrimination/Affirmative Action
4111.2	Sexual Harassment
4117.50	Standards for staff Discipline
4117.52	Dismissal/Suspension
*4119.21	Conflict of Interest
4119.24	Staff/Student Relations
4119.28	Mobile Devices
*4211.1	Non-Discrimination/Affirmative Action
4217.52	Dismissal/Suspension
*4219.21	Conflict of Interest
*5125	Student Records
*5131	Conduct/Discipline
5131.1	Sexual Harassment – Students
*5131.2	Harassment, Intimidation and Bullying
*6142.20	Telecommunications/Technology
*6144	Controversial Issues
*6173	Home Instruction

*Indicates policy is included in the Critical Policy Reference Manual.

Key Words

Social Media., Blogs; Wikis; Social Networking Websites (SNS), such as Facebook, Twitter, Tumblr, RSS, YouTube, LinkedIn, Flickr, Google+, Podcasts, Video Sharing, Instant Messaging, Email

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Revised: