BOARD POLICY

815.2 Social Media

POLICY NUMBER	ADOPTED	REVISED	VERSION
815.2	5/3/2011	3/1/2016	v1
DOCUMENT STATUS	**PRINTED**		
ACTIVE	10/1/2026		

Purpose

This policy provides Williamsport Area School District employees with rules and guidelines for using social media.

Definitions

The term **social media** includes, but is not limited to: blogs; wikis; social networks such as MySpace, Facebook, Twitter, RSS, YouTube, LinkedIn, Flickr, etc.; podcasts; video sharing; instant messaging; email; and all on-line collaboration information and publishing systems including school-sponsored student/teacher information exchange sites.

Guidelines

All district employees must abide by Williamsport Area School District's policies, including, but not limited to: Conduct Disciplinary Procedures, Freedom of Speech in Noninstructional Settings, Unlawful Harassment, Student Records, and Acceptable Use of Computer Technology. Additionally, all district employees are expected to protect confidential information and the privacy of students and staff. [1] [2] [3] [4][5][6][7][8][9] [10]

Staff members must be aware of appropriateness of communications when using the above listed social media tools. Inappropriate communication is prohibited in any public message, private message, and material posted online by staff.

Inappropriate communication includes, but is not limited to the following: obscene, profane, lewd, vulgar, rude, inflammatory, or threatening, language or images typed, posted or spoken; information that could cause damage to an individual or the district community or create the danger of disruption of the academic environment; personal attacks, including prejudicial or discriminatory attacks; harassment (persistently acting in a manner that distresses or annoys another person) or stalking of others; knowingly or recklessly posting false or defamatory information about a person or organization; and communication that promotes the destruction of property, including the acquisition or creation of weapons or other destructive devices. In all social media communication, staff members must be careful to protect all confidential information regarding students including, but not limited to academic records, disciplinary actions and health conditions.

While not intended to limit the more general statement above, District employees are advised that the use of social media to make derogatory statements about the students, board members, or employees of the District is considered to be inappropriate and in violation of this policy.

Staff members may not utilize any technology to harass, demean, humiliate, intimidate, embarrass, or annoy others in the district or community. This includes unacceptable behavior known as cyber bullying and will not be tolerated. Any cyber bullying, on or off district property, that is determined to substantially disrupt the safety and/or well-being of the district, is subject to disciplinary action.

Employees may not represent that they are communicating the views of Williamsport Area School District unless authorized to do so by the Superintendent. Employees may not act in any manner that creates a false impression that they are communicating on behalf of or as a representative of Williamsport Area School District unless explicitly authorized to do so by the Superintendent.

Employees must abide by the established district policies regarding confidentiality and record release information of any kind when using any social media.

Employees are reminded that all activity using Williamsport Area School District computer technology may be monitored and is retained in accordance with district policy and the applicable law.

This policy applies to employees using social media both during the course of their employment and outside of the district.

Employees are not permitted to use Williamsport Area School District letterhead in any internet posting or for any reason that is not directly related to district business.

Employees may not use their Williamsport Area School District e-mail address for any reason that is not related to district business. This includes outside businesses, personal use, or for profiles on social media sites.

Employees may not establish a Williamsport Area School District social media site without the permission of the Superintendent or the Board of Directors.

Misuse of district technology and/or social media constitutes a violation of district policy and may result in disciplinary action, up to and including discharge.

Legal Footnotes

[1] **Pol. 216**
POLICY REFERENCE

[2] **Pol. 317**
POLICY REFERENCE

[3] **Pol. 320**
POLICY REFERENCE

[4] **Pol. 348**
POLICY REFERENCE
Referenced policy is not available in this policy book.

[5] **Pol. 417**
POLICY REFERENCE
Referenced policy is not available in this policy book.

[6] **Pol. 420**
POLICY REFERENCE
Referenced policy is not available in this policy book.

[7] **Pol. 448**
POLICY REFERENCE
Referenced policy is not available in this policy book.

[8] **Pol. 517**
POLICY REFERENCE
Referenced policy is not available in this policy book.

[9] **Pol. 548**
POLICY REFERENCE
Referenced policy is not available in this policy book.

[10] **Pol. 815**
POLICY REFERENCE