

Staff Use of Social Media Procedure

General

An ESD employee must adhere to the Staff Use of Social Media policy and procedure if he/she meets one or more of the following:

- a) Maintains social media accounts - personal or professional - that mention ESD 123 or its programs/students/staff; and/or;
- b) Posts content about ESD 123 and/or students on social media sites, including, but not limited to Facebook, Instagram, YouTube, LinkedIn, Vimeo, any public blog, and any other emerging social media platform.

Irresponsible social media use can risk legal action against ESD 123. Everything published on the ESD's social media sites is considered public records and can be requested as part of the Public Records Act (RCW 42.56).

Setting Up an Individualized Social Media Account For a Program or Project

ESD 123 staff and programs are to utilize official agency social media accounts to communicate about and promote their individual programs and services. The creation of subsidiary social media accounts for individual ESD programs or departments is strongly discouraged. Rare exceptions may be made if deemed necessary. The creation of any electronic communication platforms accessible for public viewing, including social media accounts, must receive prior approval from the ESD Communications Department.

To Do's and Don'ts for Use of Social Media Platforms

Share information.

Programs/departments are encouraged to provide the Communications office with content for the ESD's social media pages.

Be professional.

Employees represent ESD 123 at all times - while at work, at home and in the community. ESD employees are ambassadors for the agency and our region, and role models for students and community members. Always express ideas and opinions in a respectful manner. Make sure all postings, including comments, photos, and graphics, are professional. Staff should never post negative comments or remarks related to ESD 123, its programs, students, or staff.

The Acceptable Use of Technology Policy 5910 and its Procedure 5910P apply to all Internet and social media use. What an employee writes is ultimately that employee's responsibility. Exercise good judgment and err on the side of caution. When in doubt, don't post it.

Be honest and transparent.

Employees should be clear about their roles and relationship with the ESD. An employee should make clear if he/she has a vested interest in what is being discussed. When publishing to a site outside the

ESD's network, employees are to use a disclaimer to state in clear terms that the views expressed are their own and do not necessarily reflect the views of ESD 123.

Practice sound judgement and conflict management by choosing to ignore certain comments online, rather than giving these comments credibility by acknowledging them with a response.

ESD staff use of any social media network, as well as their postings, displays, or communications on any social media network, must comply with all state and federal laws.

It is unacceptable to converse with students outside of school, except for authorized educational purposes. Staff is required to adhere to the standards outlined in Policy 5223 Maintaining Professional Staff/Student Boundaries and its procedures. Public social networking sites are not the place to conduct school business with students or parents.

Students and staff should not reveal student personal information on websites, blogs, podcasts, videos, wikis, and email, or as content on any other electronic medium. No student pictures or names can be published on any program or ESD website unless the appropriate permission has been verified.

ESD employees are to assure their online activities do not interfere with their jobs. District technologies are provided for educational use. Personal use of social media during District time or on District equipment is prohibited.

Adopted: 12/31/21