



No. 815.1
SECTION:
TITLE: Social Media Use
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Social Media Use by Staff

1 PURPOSE

The Renaissance Academy Charter School is committed to providing a safe, positive learning environment for its students, staff and school community. Renaissance Academy Charter School recognizes the use of Social Media may present for specific classroom learning goals, school promotional goals, and communication.

2 DEFINITIONS

Definition: Social media (including personal and professional websites, blogs, chat rooms, and bulletin boards; social networks, such as Facebook, LinkedIn and Twitter; video-sharing sites such as YouTube; and e-mail) are a common means of communication and self-expression. Because online postings may conflict with the interests of Renaissance Academy Charter School and its customers, the Renaissance Academy Charter School has adopted the following policy. Breach of this policy may result in counseling and disciplinary action, including termination of employment.

3 STAFF IDENTITY ONLINE

Staff is personally liable for all communications and information they publish online. The Renaissance Academy Charter School may be liable for online activity that uses company assets, a company e-mail address or an e-mail address that can be traced back to the Renaissance Academy's domain, which generally is any internet address affiliated with the Renaissance Academy. Using your name and a Renaissance Academy e-mail address may imply that you are acting on behalf of Renaissance Academy. Because social media and networking activities are public, your Renaissance Academy e-mail address and Renaissance Academy assets should be used only to perform job-related activities, which may include professional networking, and the promotion of school events or occurrences, but do not include personal social networking.

Outside the workplace, the staff has a right to participate in social media and networks using their personal e-mail address. However, information and communications that you publish on personal online sites should never be attributed to the Renaissance Academy or appear to be endorsed by, or to have originated from, the Organization.

If you choose to disclose your affiliation with the Renaissance Academy in online communication, then you must treat all communications associated with the disclosure as professional communications governed by this and other Renaissance Academy policies.

Regardless of your choice to explicitly disclose your affiliation with the Renaissance Academy, all employees should consider that they, by the nature of their employment at a public school, are associated with the school and held to ethical standards of the PA Department of Education; including but not limited to that of a Mandated Reporter.

4 STAFF DISCLOSURE ONLINE

Never identify a customer or co-worker in an online posting without his or her prior permission.

Obey the law and ethics rules. Do not post any information or engage in any online activity that violates applicable local, state or federal laws, or professional rules of conduct regardless of posting on behalf of the organization OR on your personal behalf.

Identify all copyrighted or borrowed material with citations and links. When publishing direct or paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.

Direct all requests for references for current or former Renaissance Academy employees to the Human Resources Department. Comments you post about current and former employees can have legal consequences, even if you make the comments personally and not on Renaissance Academy's behalf.

CREATING AND MANAGING CONTENT

If you maintain a website, blog, chat room, a video-sharing site, bulletin board or other social media that promotes Renaissance Academy, you are responsible for reviewing responses to online posts and resolving any concerns about the propriety of the responses before they are posted.

If a blogger or any other online participant posts an inaccurate, accusatory or negative comment about the Renaissance Academy or any of its employees, do not respond to the post but forward to the Administration.

Refrain from publishing comments about controversial or potentially inflammatory subjects, including politics, sex, religion or any other non-business related subjects in any posts or other online communications involving the Renaissance Academy.

Avoid hostile or harassing communications in any posts or other online communications involving the Renaissance Academy, its employees, its students or those otherwise connected.

Harassment is any offensive conduct based on a person's race, sex, gender, gender identity, national origin, color, disability, age, sexual orientation, veteran status, marital status, religion or any social classification.

CONSEQUENCES/DISCIPLINE

The Administration must approve any website, blog, chat room, a video-sharing site, bulletin board or other social media that promotes Renaissance Academy. No employee may incorporate the Renaissance Academy logo or other intellectual property in a website, blog, chat room, a video-sharing site, bulletin board or other social media without written permission of Renaissance Academy. Violation of these expectations may result in staff disciplinary action per the staff handbook and confidentiality agreements.

CONFIDENTIALITY

Do not disclose the Renaissance Academy's confidential or proprietary information, or personal identifying information of anyone at the Renaissance Academy, in online postings or publications. Sharing these types of information, even unintentionally, could result in harm to the Renaissance Academy, its students or staff and legal action may be taken against you or the organization.