## Series 4000: District Employment

### 4200 Employee Conduct and Ethics

### *4217 Social Media*

Employee use of social media while on District property, during work hours, or while using District-owned devices must not interfere with District educational purposes or work performance and must not be used in any manner that violates this Policy, Policy 4201, or federal or state law.

"Social media" refers to any publicly accessible internet-based service that enables a user to share communications, images, or videos with others or participate in social networking. Social media includes blogs and social networking sites.

While using social media on or off duty, an employee must:

A. not engage in criminal activity;

B. make clear that the employee's views or endorsement of political candidates and political parties are their own, not the District's, as applicable;

C. refrain from using a District email address to register on social networks, blogs, or other online tools for personal use;

D. engage in appropriate communications with students, Parents, and District stakeholders and community members;

E. maintain student privacy and not disclose confidential student information;

F. report to the appropriate administrator(s) any behavior or activity which endangers student or staff security, safety, or welfare; and

G. refrain from engaging in behavior that disrupts or adversely impacts the efficacy of the District's operations.

Employee use of social media in violation of this Policy detracts from the District's educational mission, adversely impacts the District, and may result in discipline, including discharge.

Legal authority: MCL 380.11a(3), 380.601a

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