



4038

Social Media Use

Policy 4038

Original Adoption: 08/12/2014

Effective Date: 08/13/2014

Revision Dates:

Review Dates:

I. PURPOSE

Social media has become an increasingly important part of our ability to communicate with families, students, staff and the community. The District recognizes the need to embrace this valuable avenue of communication and engagement in order to serve our students. The District also recognizes the need to use these powerful tools responsibly in an ever-changing environment. The purpose of this policy is to guide both professional, educational and private use of social media for district schools, departments and staff.

II. DEFINITIONS

- A. “Public online social media” are defined to include, but not be limited to:
1. Websites,
 2. Web logs (blogs),
 3. Wikis
 4. Social Networks,
 5. Online Forums,
 6. Virtual worlds,
 7. Any other interactive social media generally available to the public on the internet (e.g. Tumblr, Facebook, Twitter, LinkedIn, Flickr, YouTube, blog sites, etc.)
- B. “District-approved, password protected online social media” are interactive media within the District’s electronic technologies network or which the Superintendent, or Superintendent’s designee, has approved for educational use, including, but not limited to:
1. MPS Google™ accounts;
 2. District authorized interactive portions of MOODLE™.

III. GENERAL STATEMENT OF POLICY

- A. Only those public online social media accounts approved by the District may use the District name, or name of any of its schools or departments, its mascots or team names in its title or style, or otherwise present an image in words or visual images that purports to identify the social media account with the Minneapolis Public Schools, its schools, departments, activities or programs.
- B. The Superintendent is authorized to establish public online social media accounts on behalf of the District, its departments, schools, official activities or programs for the purposes of informing the public generally and specifically regarding district messages.



- C. The Superintendent, or Superintendent's designee, may authorize establishment and use of public online social media accounts by teachers for educational uses for their classes.
- D. Teachers, coaches and district-approved student activities must use District-approved password protected online social media for educational or activity purposes, as these sources are within the District's ability to filter content and access, and allow the district to exercise greater authority to protect students from inappropriate content and to limit public access within these forums.
- E. For any established and authorized public online social media account a district employee shall be designated as the site manager. Any security, log- in credentials, or passwords for such accounts must be shared with the site manager's supervisor and the Superintendent, or Superintendent's designee.
- F. A live link to approved social media sites created under this policy may be placed on school, department or district websites.
- G. Sites created under this policy must comply with the District's policies on use of the educational network and internet.
- H. Sites created hereunder, and the district employees or contractors who manage them, must comply with the public online social media's rules for civil discourse and adhere to any age restrictions established by the social media owner.

IV. PERSONAL USE OF PUBLIC ONLINE SOCIAL MEDIA BY EMPLOYEES

- A. The decision to make personal use of public online social media is left to the discretion of each employee, or other district personnel.
- B. While the District does not affirmatively monitor employee or independent contractor use of public online social media, it may take appropriate responsive action when it becomes aware of, or reasonably suspects, conduct or communication on a public online media site that adversely affects the workplace or violates applicable professional codes of ethics or other laws.
- C. Employees will be held responsible for disclosure, whether purposeful or inadvertent, of confidential or private information, information or data that violates the privacy rights, or other rights, of a third party, or for the content of anything communicated by the employee on any public online social media. An employee who fails to comply with this policy and rules established by the Superintendent may be subject to disciplinary and other consequences, up to and including termination of employment.



V. RESPONSIBILITY

- A. The Superintendent is authorized to promulgate regulations for the implementation of this policy.
- B. The Superintendent is authorized to establish application processes for schools, departments, services and student activities to establish public online social media accounts.
- C. The Superintendent may establish required training for users of public online social media.
- D. All site managers are responsible for adhering to district policy and applicable law in the use and content of the sites under their management.

Legal References:

15 USC § 6501 *et seq.* (Children’s Online Privacy Protection Act)
17 USC § 101 *et seq.* (Copyrights)
20 USC § 6751 *et seq.* (Enhancing Education through Technology Act of 2001)
47 USC § 254 (Children’s Internet Protection Act of 2009 [CIPA])
47 CFR § 54.520 (FCC Rules Implementing CIPA)
Minn. Stat. §125B.15 (Internet Access for Students)
Minn. Stat. §125.B.26 (Telecommunications/Internet Access Equity Act)

Cross References:

MPS Policy 1040 (Student and Staff Data Protection)
MPS Policy 4002 (Harassment and Violence Prohibitions)
MPS Policy 5201 (Bullying and Hazing Prohibition)
MPS Policy 6415 (Internet and Educational Network Use)