

EMPLOYEE USE OF SOCIAL MEDIA/SOCIAL NETWORKING

This policy addresses the personal use of social networking sites (e.g., Facebook, MySpace, LinkedIn, YouTube, Twitter, Flickr and other web tools) by Bangor School Department employees. “Personal use” does not include the use of social networks by teachers and school administrators for collaboration in curriculum development and instruction or other activities conducted in carrying out their job responsibilities.

Bangor School Department employees are prohibited from engaging in social networking for personal purposes while carrying out their work responsibilities during the school day, while performing work for the Bangor School Department outside of the school day on school premises, or while performing work for the Bangor School Department at any other location.

The School Committee respects the rights of school employees to use social media as a means of communication and self-expression on their own time. In doing so, Bangor School Department employees should remember that they are role models for Bangor School Department students and that their social media conduct may be viewed as representative of the Bangor School Department and its schools. Bangor School Department employees who use social media are expected to maintain a professional demeanor at all times in their postings on social media sites, whether using Bangor School Department-owned or privately-owned technology.

Bangor School Department employees are prohibited from posting word content, images, videos or other displays or communications on social networking sites that violate law or Bangor School Committee policies. Employees should avoid postings that may be perceived as detrimental to his/her effectiveness as a teacher or ability to fulfill his/her professional responsibilities, or which could reasonably be expected to result in substantial disruption of the instructional program or the operations of the schools. An employee who is responsible for postings that compromise the employee’s effectiveness as a teacher, ability to fulfill his/her professional responsibilities or which result in substantial disruption of the instructional program or the operations of the schools may be subject to discipline up to and including termination.

Employees shall maintain professional employee-student relationships at all times.

Employees may not use the Bangor School Department or school’s logo on any social media site without permission from the Superintendent/designee, or represent his/her views as those of the Bangor School Department or of the School Committee.

Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential student, staff or Bangor School Department information or the posting of content of any kind that violates privacy or protected rights.

Employees who use Bangor School Department technology to engage in social networking have no expectation of privacy. The Bangor School Department reserves the right to monitor employee use of Bangor School Department technology, including the use of social networking sites.

The Superintendent/designee is encouraged to develop guidelines for the acceptable use of social networking by Bangor School Department staff. Employees who are uncertain as to whether their postings to social media sites are appropriate or are in compliance with this policy or Bangor School Department guidelines should contact the Director of Technology or the building principal.



Cross Reference: AC – Affirmative Action Plan
 JHF – Injurious Hazing
 JFC - Code of Conduct
 GCSA – Employee Computer/Internet Use Rules
 GCSA-R – Employee Computer/Internet Use Rules
 JICK – Bullying in Schools
 JO – Student Records
 JO – Access to Student Records

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