

MicroSociety Academy Charter School (MACS)

Policy on Social Media and Digital Communications

School-supported vs. personal media

We at MACS, encourage positive home to school communication. We also encourage the use of technology in an appropriate manner. However, the following guidelines in this policy are provided for staff and families to inform decisions regarding their selection and use of social media resources and digital communication devices. Communication resources and devices, while of unquestionable value, are not without risk both personally and professionally, if used in the absence of the appropriate level of discretion and intent.

- The school does not take a position on an employee's decision to participate in blogs, wikis, social media pages, etc. for personal use on personal time. If, however, staff members choose to do so, staff members should not communicate with students and families regarding topics pertaining to your work with the MACS. That may only be done through the school website and approved by administration.
 - Follow all rules established by social media provider (i.e. age requirements, profile restrictions).
 - Be aware that even with the most stringent privacy settings, photo tagging and other tools may make personal information regarding students and their families publicly available. Staff should be prepared to address these issues and remind families of this potential.
 - Do not "friend", "follow" or otherwise interact with students from your personal social media accounts.
 - When using social media sites/products for school or MACS-related purposes, use school-supported and/or school-created platforms, (e.g. MACS Facebook page)
 - Communicate with families and students through school-provided devices on school systems.
 - Staff must avoid communicating with families regarding school or MACS-related matters through personal social media accounts, blogs, etc.
 - Staff must avoid posting student information, pictures, work-product exemplars on personal social media sites, blogs, etc. Current parental consents apply only to school-sanctioned sites.
 - Staff must avoid communicating with students and families through personal communication devices such as cell phones, tablets, etc. for any school or MACS-related matters. Staff members who communicate with students and families electronically should do so using a school-provided device or school-supported technology. Staff should avoid giving students and families' personal phone numbers, especially cell phone numbers.

Social media in the classroom

- The MACS Staff are not allowed to use social media in their classrooms. Staff should communicate clearly and meaningfully with families and students if they intend to use the MAC'S official social media so that families understand what, if any, information regarding their children may be available on the internet, i, e, projects, pictures, etc.
 - The Friends of MACS committee and/ or MACS parents are not allowed to use social media or to set up their own social media page on behalf of MACS that posts information about anything related to MACS staff, students, events, etc. Parent groups are allowed to post through the official MACS social media pages through the Director.

Standards of professional conduct

Your online behavior must reflect the same standards of professionalism, respect and integrity as your face-to-face communications.

When using personal social media sites, if you identify yourself as an employee of the MicroSociety Academy Charter School, you must remember that you have now publicly associated yourself with the school, your colleagues and your school community; therefore, you must ensure that any associated content is consistent with the mission and work of the district.

- Staff who have identified themselves as associated with the school should use the following disclaimer on personal social media sites, such as blogs, “The views on this site are my own and do not necessarily represent the views, opinions, vision or strategies of the MicroSociety Academy Charter School.” This should be followed whenever posting on third party sites.
- Even with the most stringent privacy settings, when posting online comments that are related to school, students or families, even in a personal capacity, staff should act as if all comments/postings are in the public domain.

Use caution when posting any comment and/or images to the internet that may reflect negatively on your professional image. Be advised that failure to adhere to these guidelines may result in disciplinary action or even termination.

For questions about the guidelines contact your School Director.

Think before you post.