

LIONSGATE ACADEMY

924 USE OF SOCIAL MEDIA IN SCHOOL

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I. PURPOSE

The purpose of this policy is to guide the professional, educational, and private use of social media for Lionsgate Academy (also “School”) students and employees.

II. GENERAL STATEMENT OF POLICY

Social media is an important tool in our communication with families, students, staff and the community. Lionsgate Academy recognizes the need to embrace this valuable avenue of communication and engagement in order to serve our community. Lionsgate Academy also recognizes the need to use these powerful social media tools responsibly in an ever-changing environment.

- A. Only those public online social media accounts approved by Lionsgate Academy may use the school name, or name of any of its schools or departments, or otherwise present an image in words or visual images that purports to identify the social media account with Lionsgate Academy, its departments, activities or programs.
- B. The executive director or designee, is authorized to establish public online social media accounts on behalf of the school, its departments, official activities or programs for the purposes of informing the public generally and specifically regarding district messages.

III. DEFINITIONS

- A. “**Public online social media**” includes, but is not 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, Facebook, Snapchat, Twitter, LinkedIn, YouTube, Instagram, etc.).
- B. “**School-approved online engagement tools**” are those that Lionsgate Academy has approved for educational or official communication purposes. Lionsgate Academy has greater ability to protect minors from inappropriate content and can limit public access with such tools. Examples include, but are not limited to the following platforms: Safari Montage, Google Suite (Classroom), TikTok and others.

C. ***“District-approved social media account”*** is any of the public online social media that are approved by Lionsgate Academy for its use. This may include social media that serves as communication for a school-sponsored event or group, or the social media that is used by the School for its public persona.

1. When a new official School social media account is desired by an employee, the request should be elevated to the building principal or site director, who then will discuss the request with the executive director. Thereafter, any approved social media account will be created in coordination with the Technology Department. The login, password and recovery information must be shared with the Technology Department, and any update to that information in future must be shared, as well.
2. All employees must avoid posting any information or engaging in communications that violates state or federal laws or Lionsgate policy.

IV. STUDENT AND BOOSTER GROUPS

- A. Lionsgate Academy recognizes that student groups or members of the public may create social media accounts representing teams or groups within the School. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they always do so as an employee of Lionsgate Academy. Employees have responsibility for maintaining appropriate employee-student and employee-public relationships at all times and have responsibility for addressing inappropriate student behavior or activity witnessed on these networks. This includes acting to protect the safety of minors online.
- B. When an official student group or team creates a social media site or team website for itself, the coach or advisor must request and secure the login, password and recovery information for that online group.

V. PERSONAL USE OF PUBLIC SOCIAL MEDIA (NOT A DISTRICT-APPROVED SOCIAL MEDIA SITE)

- A. The decision to make personal use of public online social media is left to the discretion of each student or employee of Lionsgate Academy.
- B. Employees must limit personal use of social media during work, using professional discretion. If a building principal or administrative team member determines personal use of social media is becoming an issue for an employee and is interfering with the performance of the employee's work duties, restrictions may be placed on an employee's use of personal devices. Such restrictions would take place at the discretion of the building principal, site director, executive director or designee.
- C. When employees choose to join or engage with Lionsgate Academy students, families, fellow employees or members of the general public in a social media context that exists outside those approved by Lionsgate Academy, the employee must maintain their professionalism as a Lionsgate Academy employee and is responsible for addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting pursuant to the Maltreatment of Minors Act, Minn. Stat. 626.556. Employees must not be “friends” on Facebook or

other social media platforms with current Lionsgate Academy students, nor engage in any other online relationship with current students.

- D. All Lionsgate Academy employees are expected to serve as positive ambassadors for our School and to remember they are role models for students in the community. Because those on social media networks may view the employee as a representative of Lionsgate Academy, employees are required to observe the following rules when referring to Lionsgate Academy, its school sites, students, programs, activities, employees, volunteers and communities on any social media networks:
1. An employee's postings, displays, or communications must comply with all state and federal laws and any applicable Lionsgate Academy policies.
 2. Employees must be respectful and professional in all communications (by word, image, implication and other means). Employees must not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, defamatory or that encourages any illegal activity, the inappropriate use of alcohol, the use of illegal drugs, sexual behavior, sexual harassment or bullying.
 3. Employees must not use their District e-mail address for communications on public social media networks for personal use.
 4. Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of Lionsgate Academy. Employees may not act as a spokesperson for Lionsgate Academy or post comments as a representative of Lionsgate Academy, except as authorized by the executive director. When authorized as a spokesperson for Lionsgate Academy and not posting from a Lionsgate Academy account, employees must disclose their employment relationship with Lionsgate Academy.
 5. Employees are prohibited from disclosing information that is confidential, private or proprietary to Lionsgate Academy, its students, or employees or that is protected by state and federal data privacy laws.
 6. Employees are prohibited from using or posting Lionsgate Academy logos on any social media network or creating a social media account that represents Lionsgate Academy without permission from the executive director.
 7. Employees are prohibited from posting images on any social media network of co-workers without the co-workers' consent. Employees are prohibited from posting images of students on their personal social media pages.
 8. Employees are prohibited from posting any nonpublic images of Lionsgate Academy's floor plans.
 9. Employees who participate in social media networks may decide to include information about their work with Lionsgate Academy as part of their personal profile, as it would relate to a typical social conversation. This may include:
 - a. Work information included in a personal profile, to include Lionsgate Academy's name, job title, and job duties.
 - b. Status updates regarding an employee's own job promotion.

- c. Personal participation in Lionsgate Academy sponsored events, including volunteer activities.
 - d. Words of praise for a Lionsgate Academy's accomplishment.
- E. Lionsgate Academy monitors social media and will respond to content when necessary. An employee who is responsible for a social media posting that fails to comply with the requirements set forth in this policy may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information or information that violates the privacy rights or other rights of a third party.
- F. Anything posted on an employee's personal or professional website, blog, social media account or other online content for which the employee is responsible will be subject to all Lionsgate Academy policies, rules, regulations, and guidelines. Lionsgate Academy is free to view and monitor an employee's publicly viewable website or blog at any time without an employee's consent or previous approval or knowledge. Where applicable, employees may be asked to disclose to Lionsgate Academy the existence of and to provide Lionsgate Academy with access to an employee's personal or professional website, blog, social media account or other online content for which the employee is responsible as part of an employment selection, promotion or disciplinary process.

References:

Minn. Stat. §125B.15 (Internet Access for Students)

Minn. Stat. §125B.26 (Telecommunications/Internet Access Equity Act)

Cross Reference:

LGA Policy #503: Code of Conduct

LGA Policy #609: Prevention of Harassment and Violence in the Workplace

LGA Policy #701: Protection and Privacy of Student Records

LGA Policy #922: Use of Internet in School

LGA Policy #503: Anti-Bullying

LGA Policy #501: At-Will Employment

Legal Reference: *Minnesota Administrative Rule 8700.7500 Code of Ethics For Minnesota Teachers Children's Internet Protection Act*

