

ELECTRONIC COMMUNICATION AND SOCIAL MEDIA POLICY

9052

A. Introduction/Purpose

1. Technology can serve as a powerful tool to enhance education, communication, and learning. Electronic communication, including the use of social media can provide both educational and professional benefits, and prepare students to succeed in their educational and career endeavors.
2. The District is committed to ensuring that all stakeholders who utilize electronic communication and social media for professional purposes, including staff and students, do so in a safe and responsible manner. The District strives to create professional technological environments for use by staff and students.
3. This policy outlines practices for professional electronic communication between District employees, as well as between District employees and students. Please refer to the District's Acceptable Use Policy for Faculty and Staff (Policy #9051) for additional guidance.
4. The District Code of Conduct together with the Bill of Student Rights and Responsibilities, sets forth expected standards of behavior with respect to student communication. The Code of Conduct establishes the range of disciplinary options and interventions that can be used when students engage in misconduct involving electronic communication and social media.

B. Definition of Electronic Communication

Electronic communication is defined as any computer-mediated communication in which individuals exchange messages with others, either individually or in groups. Some examples of electronic communication include, but are not limited to, email, text messages, voicemail and image sharing.

C. Definition of Social Media

Social media is defined as any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, Internet websites and Internet forums. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, YouTube and Google+.

1. Professional social media is a work-related social media activity.
2. Personal social media use is a non-work-related social media activity.

D. Applicability

This policy applies to all District employees. The District will take steps to ensure that other District stakeholders, including students, vendors, volunteers, and independent contractors are informed of this policy.