

Cincinnati Public Schools
ADMINISTRATIVE PROCEDURES

Procedure Name Social Media Policy for District Employees	
Procedure No. 9125-00-01	Eff. Date: 7/23/14
Implements Board Policy(ies) 9125	Last Reviewed: 7/23/19

1. Background

The CPS Social Media Policy for District Employees governs the responsibility employees have for use of social media during their personal and non-personal time.

2. Responsibilities

Title: Chief Communications and Engagement Officer	
Address: Office of Communications and Engagement	
Phone: (513) 363-0020	Cell phone:

3. Action Steps

Social Media Use Policy
Maintenance and Monitoring Responsibilities for Content Owners
Content Owners are responsible for monitoring and maintaining official presences on social media sites as follows:

1. When engaging in social media about the District or its schools, act as an ambassador for all Cincinnati Public Schools.
2. Content must conform to all applicable state and federal laws, as well as all District and Board policies and administrative procedures. This includes, but is not limited to, the [COAST Agreement](#).
3. Content must be kept current and accurate, refreshed as least weekly, following [Acceptable Internet Usage Standards](#) set by Cincinnati Public Schools in [Board Policy #7540.04](#).

4. Content must not violate copyright or intellectual property laws and the Content Owner must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, videos, text, slideshow presentations, artwork or any other materials.
5. Before posting any photographs of students, Content Owners shall ensure that a [Photo Permission Form](#) has been completed for each student to be depicted. No student photographs shall be published for personal use, promotional use or any other non-school or non-District related purpose.
6. All postings and comments by users are monitored and responded to, as necessary, on a regular basis. Postings and comments of an inappropriate nature or containing information unrelated to official or District business should be deleted promptly.
7. There shall be no use of inappropriate language, ethnic slurs or personal insults of any kind.
8. When discussing the District or any of its schools, employees shall not provide sensitive or confidential information. Further, employees shall not publish or report on conversations that are private or internal, and must always follow [federal guidelines regarding student privacy](#).
9. Employees shall identify themselves if commenting about the District and/or its schools or programs. If employees post content about the District or its schools or programs, language used must be in the first person (I or we) and be clear that the content being posting is coming from the individual and is not on behalf of the District.
10. Employees shall not pick fights or participate in online verbal altercations with users.
11. Employees should not allow online activities to interfere with job performance.
12. If there is doubt about content, employees shall not post it.

District Authorized v. Personal Social Media Guidelines

Although staff members enjoy free speech rights guaranteed by the First Amendment to the United States Constitution, certain types of communication, typically by virtue of their subject-matter connection to the District or its schools, may have ramifications for the author, the District or its schools.

When using technology owned by the District, all communication is governed by the [Board's Acceptable Use Policy \(#7540.04\)](#), which will be enforced. Students and staff should not expect privacy in the contents of their personal files on the District's Internet system or other District technology, including email. District technology may only be used for educational or District business purposes. Use for personal purposes, such as personal blogging, instant messaging, online shopping or gaming, is not allowed.

Use of personal technology (equipment that a staff member owns personally for personal use) may violate the District's acceptable use policy if the District reasonably believes the conduct or speech will cause disruption to school activities or a staff member's ability to perform his/her job duties.

Personal Internet usage should be unrelated to school. In certain circumstances, courts have held that personal online communications may be connected enough to the District to result in staff member discipline.

Personal Technology Staff Guidelines

Work/Personal Distinction – Staff members must maintain a clear distinction between their personal social media use and any District-related social media sites.

Limit On-Duty Use – Staff members must limit their personal technology use during duty hours. Use of personal technology should be limited to off-duty time and designated breaks.

Student Photographs – Absent parent permission for the particular purpose, staff members may not send, share or post pictures, text messages, emails or other material that personally identifies students in electronic or any other form of personal technology. Staff members may not use student images, emails or other personally identifying student information.

Professionalism – District employees must be mindful that any Internet content is ultimately accessible to the world. To avoid jeopardizing their professional effectiveness, employees are encouraged to familiarize themselves with privacy policies, settings and protections on any social networking Websites to which they choose to subscribe and be aware that information posted online, despite privacy protections, is easily and often reported to administrators or exposed to District students. Personal Internet usage should be unrelated to school. In certain circumstances, courts have held that personal online communications may be connected enough to the District to result in staff member discipline.

Personal Social Networking and Media Accounts – Before employees create or join an online social network, they should ask themselves whether they would be comfortable if a "friend" decided to send the information to their students, the students' parents or their supervisor.

Friending District Students – Employees should not have online interactions with students on social networking sites outside of those forums dedicated to academic use. District employees' social networking profiles and personal blogs should not be linked to District students' online profiles.

Contacting Students After School Hours – When in doubt about contacting a student outside of school hours using either District-owned or personal technology, begin by contacting the student's parent(s) or legal guardian. Students should only be contacted for district/school-related purposes

4. Equity Considerations

No equity considerations.

5. Related Documents / Forms

Document Title	Description	Last Reviewed
1.		
2.		
3.		

6. Additional Information

None required.