



Book Eudora U.S.D. No. 491 Board Policies
Section K--General Public Relations
Title Social Media
Number KBB
Status Active
Legal
Adopted January 8, 2015

This policy applies to all social media activities by district employees, including but not limited to the use of blogs, forums, social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Flickr, Tumblr and YouTube) and any other web-based communications on publicly available sites. These activities are encouraged to take place in a classroom or school office setting so long as such activities do not detract from the employees' effectiveness or other job duties.

When participating in social media activities, even off duty and off premises, such activities must not violate any Board policies or otherwise interfere with the employee's or co-workers' job performance. The Board expects all employees to exercise professionalism and good judgment in any social media activities, as outlined in the Social Media Guidelines for District Employees. Furthermore, any social media activities must comply with all applicable laws including, but not limited to, anti-discrimination, anti-harassment, copyright, trademark, defamation, privacy, securities, and any other applicable laws and regulations.

Any violation of this policy, of the Social Media Guidelines for District Employees, or of any Board policies or procedures as a result of social media activities, may result in corrective action, up to and including termination.

The superintendent is responsible for recommending social media guidelines for approval by the Board.

[Guidelines-BOEapproved_1-8-14.pdf \(188 KB\)](#)