

Urban Pathways K-5 College Charter School

Board of Trustees Policy

SOCIAL MEDIA AND NETWORKING GUIDELINES POLICY

Purpose:

The Board of Trustees (“Board”) of the Urban Pathways K-5 College (“Charter School”) is committed to ensuring the safety and security of its members by establishing rules and guidelines for the use of social media by students, their families, volunteers and employees, including contracted persons, of the Charter School, as well as any guests accessing social media through the school’s communications and information systems at Charter School facilities, at Charter School sponsored activities and events, on Charter School transportation and off-school hours while engaged in private means and sites, but where postings and interactions by Charter School families, students, employees and volunteers could impact and substantially disrupt functioning of the Charter School or the reputation of the Charter School or of the individual members of the school community. The term “contracted persons” is used in conjunction with the members of the Charter School community.

While safe and appropriate use of social media is useful in education, unsafe and inappropriate use of social media both inside and outside of the Charter School is prohibited and subject to Charter School discipline and reporting to local, state and/or federal law enforcement pursuant to applicable Student or Employee Codes of Conduct, as well as to local and state child welfare agencies pursuant to the Board’s Mandatory Reporter Policy (in accordance with the Pennsylvania Child Protective Services Law, at 23 Pa.C.S. §§6301 et seq.), and to other governmental agencies as part of its duties pursuant to the Safe Schools Act at 24 P.S. §§13-1301-A, et seq.

Additionally, this Policy is in compliance with other Board of Trustees approved policies that are in accordance with the Pennsylvania Department of Education (“PDE”) guidelines, and the Federal Children’s Internet Protection Act (“CIPA”), Pub. L. No. 106-554 and 47 USC 254(h), which mandates that schools that receive federal technology funds must develop and implement measures and policies to prevent access to “visual depictions” that are determined to be “obscene,” “child pornography,” or “harmful to minors” as defined herein. This Policy is also in accordance with PDE’s further guidance that schools receiving certain E-rate discounts are also mandated by the Neighborhood Children’s Internet Protection Act (N-CIPA), which was passed as part of CIPA, to enforce an Internet Safety Policy (ISP) that addresses harmful or inappropriate online activities.

Nothing in this policy should be viewed as a substitute for parental supervision of minor children on the internet during school hours or after school hours when students access the Charter School's internet systems at home or at non-school locations

The CEO or designee(s) shall develop procedures to implement this policy, and may delegate to a designee(s) the right to enforce this policy.

Definitions:

Users – Any person who has signed the Acceptable Use and Internet Safety Policy and is permitted by the Charter School to utilize any portion of the Charter School's Technology Resources including, but not limited to, students, parents, employees, Board of Trustee members, contractors, consultants, vendors and agents of the Charter School. If any social media post is published using Charter School technology resources, including computing devices, mobile devices, and networks, the Charter School's Acceptable Use policy applies and is hereby incorporated by reference.

Technology Resources – includes technologies, devices and resources used to access, store or communicate information. This definition includes, but is not limited to, computers, information systems, networks, laptops, iPads, modems, printers, scanners, fax machines and transmissions, telephonic equipment, audio-visual equipment, digital cameras, wireless reading devices, i.e. Kindles and Nooks, Internet, electronic mail, electronic communications, devices and services, multi-media resources, hardware and software, including Moodle software.

Social Media – includes websites that incorporate one or more of the following. The term for "social media" is used in its broadest sense to incorporate all types of websites and applications that enable users to create and share content and/or to participate in all forms of social network by one or more means, including but not limited to mobile phones and computers.

Blogs – are web logs or journals where authors and users can post textual, audio, or video content, and where some permit others to post comments or their blogs. Some websites enable individuals to create freestanding blogs, other special interest websites use blog tolls and message forums to engage users. Non-exclusive examples would include but are not limited to Facebook and Twitter.

Media sharing – are websites where users post and share videos, audio files and/or photos as well as tag them to enable searching. Non-exclusive examples would include, but are not limited to TikTok, YouTube, Twitter, Instagram, Vimeo, Facebook and Snapchat.

Social media includes communication, collaborative sharing, and reaching students, employees and guests for educational purposes using websites, platforms, resources, or documents. Non-exclusive examples would include, but are not limited to Google Plus, Teacher Tube.

Prohibited Communications – Communications which may not be posted through social media shall be set forth specifically in the aforesaid Guidelines and Student Code of Conduct and include, but are not limited to: (a) personally identifiable information about Charter School students, and personal and/or confidential information about Charter School employees, volunteers or guests; (b) child pornography, sexual exploitation, bullying/cyberbullying, inappropriate commercialization of childhood experiences; (c) defamatory, discriminatory and/or harassing statements and images that attack or mock an individual due to the individual's real or perceived race, color, national origin/ethnicity, gender, age, disability, sexual orientation or religion; (d) unauthorized or false information which could damage the Charter School's reputation, its employees, its students or their families; (e) infringement upon intellectual property, proprietary information etc.

Limited Public Forum – a government operated location where the public may comment and post online, subject to viewpoint neutral guidelines.

Non-public Forum – a government operated location where the public may not comment or post online; free expression by the public is restricted regardless of message or viewpoint.

Personal Social Media Account – a social media account, regardless of platform, which is operated by a Charter School employee or Board member for the member's personal use, including personal professional development. A personal account is not regularly used to promote or communicate about Charter School events or activities, or the activities of students.

Charter School's Social Media Account – a social media account, regardless of platform, that is operated by a Charter School employee or Board member in the member's professional capacity, and that is designed to further the educational mission of the Charter School by communicating with members of the Charter School community and the general public.

Third Party Social Media Account – a social media account, regardless of platform, that is operated by a volunteer, student, parent, alumni, or other member of the public on behalf of a club, foundation, sports team, or other extracurricular group affiliated with the Charter School. Third party social media accounts are not operated by Charter School employees or Board members.

Charter School's Social Media Accounts

The Charter School's social media accounts must remain professional, and consistent with the educational mission of the Charter School at all times. The operators of the Charter School's social media accounts are responsible for the content on the social media accounts that they manage.

Account Ownership

The Charter School's social media accounts are owned by the Charter School, and operated by Charter School employees or Board members on behalf of the Charter School. The Communication coordinator or designee(s) shall maintain a list of all social media accounts operated by the Charter School, along with a list of credentials to access the accounts.

Photos, Videos, & Livestreams of Students

The Charter School's social media account operators may post photographs, videos, and livestreams of students engaged in the educational process or at school-related events unless the student's parent/guardian has declined to sign the Charter School's media release form. The operators of the Charter School's social media accounts are responsible for complying with this provision.

Social Media Content

The Charter School's [Facebook, Twitter or Instagram] page(s) are provided for the school community and are not intended to be a public forum(s). The purpose of the page(s) is to inform the community about school events, activities, announcements, and accomplishments. All postings will comply with the Family Education Rights and Privacy Act ("FERPA") rules and regulations (20 U.S.C. § 1232g; 34 CFR Part 99) and the page(s) will be monitored regularly by the senior leadership.

All comments posed on the page(s) will be reviewed and may be deleted at the Charter School's discretion in a manner that does not discriminate against speech based on viewpoint and is consistent with the page's purpose. The Charter School will delete comments that include any of the following:

- Profane, vulgar language, obscene or sexually explicit comments;
- Sexual content or links to sexual content;
- Content that is threatening, intimidating, hostile, offensive, or that promotes, fosters, or perpetrates discrimination based on race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Conduct or encouragement of illegal activity;

- Comments not topically related to the Charter School social media post being commented upon;
- Spam or links to other sites;
- Promotion of particular services, products, or political organizations without prior written approval from the Charter School;
- Infringement on copyrights or trademarks;
- Confidential, personally identifiable or otherwise sensitive information pertaining to the Charter School, its students, employees or guests;
- Information that may compromise the safety, security or proceedings of the Charter School or any criminal or civil investigations;
- Defamatory comments; and
- Any content not otherwise specified herein that violates Federal, state or local laws.

Any questions concerning the operation of the Charter School's social media page(s), or to report an inappropriate comment, contact the chief of staff.

The Charter School Logo and Link

The Charter School's logo shall not be used on websites or social media pages that are not owned or related to the Charter School or in forums/discussion boards to express or imply the official position of the Charter School without the expressed, written permission of the Charter School's CEO or Designee. Also, no personal social media pages shall provide a link directly to the Charter School's website or social media pages without the expressed, written permission of the Charter School's CEO or Designee.

Tagging

The Charter School's social media account operators may tag the social media accounts of educational applications, products, and services, so long as the Charter School and its employees do not receive financial or other tangible compensation for the tag.

The Charter School's social media account operators shall not tag individual students using their social media usernames or handles, but may tag other adult members of the Charter School community.

The Charter School's social media accounts shall not be used to communicate directly with students. One-to-one communication with a student shall be limited to electronic resources provided by the Charter School such as email or classroom management applications.

Copyright

The copyright for all content posted to Charter School's social media accounts must be either owned by the Charter School, licensed by the copyright owner, or not subject to copyright protection. The operator of a Charter School social media account is responsible for ensuring compliance with this provision.

Retweets / Reposts

The Charter School's social media accounts may highlight social media posts by others by retweeting or reposting their messages, so long as the retweet/repost follows the guidelines defined in this policy.

Personal Social Media Accounts

Charter School employees may not use personal social media accounts to communicate privately (via direct message or private chat) with students concerning any school business. One-to-one communication with a student concerning any school business shall be limited to the electronic resources provided by the Charter School such as email or classroom management applications.

Charter School employees are urged to exercise extreme caution before communicating with students via social media about non-school matters. Such electronic communication may cross professional boundaries in violation of the Pennsylvania Code of Professional Practice and Conduct for Educators, and the Educator Discipline Act. Charter School employees are urged to maintain strict professional boundaries on social media, and to protect against even the appearance of impropriety.

Charter School employees and Board members shall not post personally identifiable and otherwise confidential information from educational records on their personal social media accounts. Personally identifiable information includes information that could indirectly identify a student through linkages with other information.

Charter School employees are strongly encouraged to utilize privacy settings on personal social media accounts to ensure that a professional boundary is maintained between the employee and students and parents.

The Charter School does not actively monitor personal social media accounts for its employees. Nonetheless, should the Charter School administration or Board's attention be brought to a personal social media post that demonstrates insubordination, immorality, cruelty, unlawful discrimination, other unlawful act(s), or that impedes the efficient and effective operation of the Charter School, the employee may be subject to disciplinary action. Similar directives and consequences apply equally as well to professional and paraprofessional personnel contracted by the Charter School.

Third Party Social Media Accounts

Third party social media accounts are not operated or controlled by the Charter School. These accounts are privately created and maintained, and are not actively monitored by the Charter School.

Third party social media accounts may not use the Charter School's logo, unless given express written permission by the CEO or designee(s).

The Charter School encourages the operators of all third party social media accounts to be good-faith ambassadors of the Charter School, and to operate these private social media accounts in a manner that represents the Charter School in a positive light.

Consequences for Violation of this policy

Employees that violate this policy may be subject to disciplinary action, up to and including dismissal. This applies to professional and paraprofessional personnel contracted by the Charter School. Violations of this policy may result in termination of employment.

Responsibilities

To the extent consistent with applicable state and federal laws and reasonably practical, the Charter School Technology Manager shall be responsible for the management of the Charter School's system's technology protection measures (or "Internet filters") to block or filter Internet, and other forms of electronic communications, and access to inappropriate information. Technology protection measures shall only be disabled pursuant to the direction of the CEO or designee to the extent allowed by applicable law and regulation, for bona fide research or other lawful purposes of an adult as determined by the CEO or designee. The development of procedures for the disabling or otherwise modifying of any technology protection measures shall be the responsibility of the CEO of the Charter School or designee.

In accordance with annually distributed "Social Media and Networking Guidelines Procedures & Consent Form," teachers shall educate students about appropriate and safe online behavior, monitor online behavior when in the Charter School facility or at Charter School sponsored events and activities or on school transportation and to report any inappropriate behavior to Charter School Administration for disciplinary measures in accordance with the Student Code of Conduct. Teachers shall explain and model appropriate use of the Internet for students through the Charter School's information technology and communicating with alumni on social media.

Students' Responsibilities shall be set forth in the "Social Media and Networking Guidelines Procedures & Consent Form," and shall include, but not be limited to:

Students should not reveal personally identifiable information about themselves or other persons on social media.

Students shall be directed not to meet in person anyone they have met on the Internet.

Students shall be encouraged to promptly disclose to their teacher or other school employee any message or other activity they receive that is inappropriate or makes them feel uncomfortable.

Students shall be encouraged to treat other people how they would want to be treated when using social media.

Parents' Responsibilities shall also be set forth in the "Social Media and Networking Guidelines Procedures & Consent Form," and shall include, but not be limited to:

Parents are primarily responsible for transmitting social values and norms to their children and discussing with their children what material is and is not acceptable for their children to access through the Charter School's information technology with the aforesaid Guidelines as a reference tool.

Parents are exclusively responsible for monitoring their children's use of the Internet when the Charter School's Internet systems are accessed from home or a non-school location. Parents take the responsibility for their children's behavior on social media in accordance with the aforesaid Guidelines and the Charter School Student Code of Conduct as to prohibited communications both inside and outside of the Charter School facility and at Charter School sponsored events and activities.

Employees' responsibilities shall be set forth in the annually distributed "Social Media and Networking Guidelines Procedures & Consent Form," and shall include, but not be limited to:

Safe and appropriate use of social media both in the Charter School facility and at Charter School sponsored events and activities in accordance with the aforesaid Guidelines and the Charter School Employee Human Resources and Benefits Guide.

Safe and appropriate use of social media outside of the Charter School facility and when not engaged in Charter School sponsored activities or events in accordance with the aforesaid Guidelines and the Charter School Employee Human Resources and Benefits Guide.

Such safe and appropriate use includes, but is not limited to:

Educational purposes unless approval by the CEO to use social media websites for a related educational purpose;

Not posting Charter School students' personally identifiable information or any student photos on personal or professional social media;

Not contacting and/or enrolling prospective, current or former students through social media; and

Preventing exposure of Charter School students to prohibited information on social media.

Safe Schools Act and Mandatory Report Duties

The Charter School shall comply with the Safe Schools Act reporting requirements and all Charter School staff and volunteers are Mandated Reporters regarding child abuse as defined in the Pennsylvania Child Protective Services Law for purposes of reporting. Therefore, the Charter School may be required to report certain communications posted to social media to local, state or federal law enforcement, local and state welfare agencies and/or other state or federal governmental agencies.

Training

The Charter School shall provide training for employees, volunteers, and Board of Trustees, and instructional sessions for students to educate them about the importance of how to appropriately use social media, and how to comply with the requirements of this policy, and any administrative procedures and/or guidelines developed to implement this Board Policy.

TO THE EXTENT THAT ANYTHING IN THIS POLICY COULD BE CONSTRUED TO CONFLICT WITH APPLICABLE STATE AND/OR FEDERAL LAWS, THE APPLICABLE STATE AND/OR FEDERAL LAWS CONTROL. THIS POLICY IS NOT INTENDED TO CONFLICT WITH CHARTER REQUIREMENTS.

Urban Pathways K-5 College Charter School

Social Media and Networking Guidelines Procedures & Consent Form

PURPOSE

These Procedures are a necessary source of guidance for Charter School families, employees and volunteers with regard to use of social media both in the Charter School facilities, at Charter School sponsored activities and events, on school transportation and while engaged in off-school hours on private means and sites but where postings and interactions by Charter School families, students, employees and volunteers could impact and substantially disrupt functioning of the Charter School or the reputation of the Charter School or of the individual members of the school community. While safe and appropriate use of social media are useful in education programming, unsafe and inappropriate use of social media both inside and outside of the Charter School is prohibited and subject to School discipline, as well as reporting to local, state and/or federal law enforcement, local and state child welfare agencies and to other governmental agencies in accordance with applicable law.

RESPONSIBILITY

Whether or not a person chooses to participate in social media and networking activities is his or her own decision. However, to the extent that employees, faculty, parents and students, and members of the school community represent the Charter School to each other and to the wider community, participation should be done responsibly, keeping in mind both how the location where one chooses to participate and how the content one posts reflects on that person individually and on the Charter School. Any issues concerning the privacy of Charter School's employees and students, confidentiality of sensitive information, and respect for copyrights and trademarks are all important to understand before participating in an online social environment.

This Charter School Policy encourages employees and students to participate in social networking and to strive to create an atmosphere of trust and individual accountability, keeping in mind that information produced by the Charter School, including employees, faculty, staff, parents and students, is a reflection on the entire Charter School community and is subject to the Charter School's Acceptable Use Policy, the Family Education Rights Privacy Act ("FERPA"), the Charter School's mission, and all other applicable policies, and federal and state laws. By accessing, creating, or contributing to social media for classroom or school use, you agree to abide by this Policy. Please read the Policy carefully before making use of social media. If there are any doubts or concerns about how this Policy applies to a specific situation or how it might apply to some new form of social media in the future, please err on the side of

caution and direct all questions and concerns to the Chief Executive Officer (“CEO”) before making use of such social media outlets.

SOCIAL MEDIA AND NETWORKING WITHIN THE CLASSROOM

General Guidelines

1. **Consult the Charter School’s Handbooks and/or Student Code of Conduct.** Be aware that all existing policies and behavior guidelines extend to Charter School-related activities in the online environment as well as on Charter School premises.
 - i. Misappropriation and posting to any social media and networking websites of individuals’ names, including Charter School faculty, staff, employees, parents, and students, and identifying information may be considered a violation of Charter School’s Code of Conduct, Handbooks, as well as FERPA.
2. **Use good judgment.** Think about the type of image that you want to convey on behalf of the Charter School when posting to social media and networking websites. Remember that what you post will be viewed and archived permanently online once you hit the “post” or “publish” button. On sites where you publicize your professional or educational affiliation, make sure that your profile adheres to the established criteria.
3. **Provide value.** Think about what you have to offer the community, including relevant blog posts, news tweets, or homework help, and focus on providing that consistently. Look for opportunities on these social sites to offer recommendations or services to engage patrons and provide value to the Charter School community and your community. Avoid being an Internet “troll” by posting or passing along mass e-mail forwards and urban legends (i.e., funny stories, videos, non-school photos, and other “SPAM”).
4. **Accept responsibility.** If you are wrong about something, admit it and move on. It is best to be honest about it and apologize, rather than to deny it or cover it up.
5. **Copyright and Fair Use.**
 - i. Be sure to abide by all copyright laws and fair use guidelines. See <http://www.copyright.gov/>.

ii. It is recommended to hyperlink to outside sources when necessary, but always be sure that the content to which you are hyperlinking is appropriate and consistent with guidelines and this Policy.

iii. Be sure not to plagiarize and to give credit where it is due. If you are re-posting photos, videos, poems, music, text, artwork, or other copyrightable material, take the extra step of identifying the creator of the materials to the extent reasonably possible. Be aware that photographs taken by professional photographers cannot be scanned and used on the Internet without the photographer's permission – even if they are photographs of you and for which you paid. It is often possible that payment may be required for the photographer for “digital rights” to photos.

iv. You may not place copies of the Charter School's trademarks, logos, or symbols on a website, blog, or web page without prior written approval from Charter School.

6. **Profiles and Identity**

i. Remember your association and responsibility to the Charter School in online social environments. If you identify yourself as a Charter School student or employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students, and consistent with the image, purpose, and mission of Charter School. Remember how you present yourself online should be comparable to how you represent yourself in person.

ii. Be cautious in how you create your profile, bio, avatar, etc. For your personal safety, no identifying personal information, such as full names, addresses, or phone numbers should appear on blogs or wikis or other social media and networking websites.

iii. When uploading digital pictures or avatars that represent you, make sure you select a Charter School-appropriate image. Also, remember not to utilize protected images.

7. **Social Bookmarking**

i. Be aware that others can view the sites that you bookmark, and be aware of words used to tag or describe the bookmark. Be aware of URL shortening services and verify the landing site before submitting a link as a bookmark.

- ii. Remember that you do not control what appears on landing pages in the future, so, if possible, attempt to link directly to the page or resource. Return to these links as often as possible to verify the accuracy and appropriate nature of such pages and resources.

Disclaimers

1. When posting to social media, be sure to make it clear that the information is representative of your views and opinions and not that of the Charter School.
2. Charter School employees, students, and parents must include disclaimers within any postings to social media in which they either identify themselves or are likely to be identified as affiliated with the Charter School that the views and opinions are their own and not that of the Charter School. An example disclaimer states, "The postings on this site are my own and do not necessarily represent the Urban Pathways K-5 College Charter School's positions, strategies or opinions."
3. Posting a standard disclaimer does not, by itself, exempt Charter School employees, contracted personnel, students, and parents from personal responsibility when posting on social media or online forums.

GUIDELINES FOR PARTICIPATION IN SOCIAL MEDIA AND NETWORKING WEBSITES WITHIN THE CLASSROOM OR ON SCHOOL OWNED COMPUTERS

Personal Responsibility

1. Charter School employees, including contracted personnel, and students are personally responsible for the content they publish online. Be mindful that what is published will be public for a long time, so protect your privacy along with the privacy of Charter School, its students, and families. Once materials are published online, they may be out of your control.
2. Online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face and should be carried out consistent with the standards applied at the Charter School and in furtherance of the Charter School's mission. Do not participate in spreading false or unsubstantiated rumors or false information.

3. Remember that social media resources are an extension of your classroom. When posting on social media, what is inappropriate in a classroom should be deemed inappropriate online.
4. The lines between public and private, personal, and professional are blurred in the digital world. By virtue of being identified as a Charter School employee, including contracted personnel, or student online, you are now connected to students, parents, and the school community. You should ensure that content associated with you is consistent with your responsibilities at the Charter School.
5. When contributing online, do not post confidential student information. Such posting is a violation of FERPA and Charter School policy.
6. Materials and information posted to social media should ONLY be posted to online forums that provide protection against general public access and have tools in place to limit access only to identified or invited persons.
7. Use of student time for social media and networking activities should have an articulated and defined educational and instructional purpose consistent with the Charter School's mission and purpose.

Requests for Social Media and Networking Websites

The Charter School understands that technology is constantly changing and that many sites have pedagogical significance for teacher and student use.

1. If a Charter School employee would like to request that a website be accessible for educational purposes, submit a written request to the CEO for review, identifying the online tools, the instructional purpose, and a description of the intended use. A link to the site's privacy policy should be included if possible, and printed and attached to the request.
2. Authorization is required for all instant messaging programs downloaded on Charter School computers. The same authorization is also required for access to instant messaging programs that are available through internet interfaces with no download. If a Charter School employee or student would like to request downloading or use of an instant messaging program for instructional purposes,

submit a written request to the CEO for review, identifying the internet messaging program, the instructional purpose, and a description of the intended use. A link to the program's privacy policy should be included if possible, and printed and attached to the request.

3. Requests will be reviewed by the CEO and the Board of Trustees, if necessary, and this Policy will be updated periodically throughout the school year as needed.

Codes of Conduct

Please note the following when participating in social media and networking activities:

1. Harassing, threatening or discriminatory comments will be deemed inappropriate and you may be subject to discipline even if the Charter School's name, or names of Charter School employees, students, and parents, are not mentioned.
2. You may not transmit, retrieve, download, or store messages or images that are offensive, derogatory, defamatory, off-color, sexual in content, or otherwise inappropriate on a Charter School computer and/or in a school environment.
3. Know and follow the Charter School's Handbooks. All the rules that apply to your behavior while at the Charter School also apply when online. Charter School policies prohibiting violations of laws and harassment apply equally to social media and networking activities.
4. Obey the law. Do not post any information or conduct any online activity that may violate applicable local, state, or federal laws or regulations.

GUIDELINES FOR PARTICIPATION BY EMPLOYEES AND STUDENTS OUTSIDE OF SCHOOL AND/OR ON PERSONAL TECHNOLOGY RESOURCES

The Charter School's ability to control student and employee off-campus speech, in all forms, must be balanced against students' and employees' First Amendment right to freedom of expression.

Free speech protects employees and students who want to participate in social networking, but the laws and courts have ruled that schools can discipline employees and students if their speech, including online postings, materially interfere or substantially disrupt school operations. A student's and employee's out-of-school use of social media and networking websites may be held to be in violation of the Charter School's Code of Conduct and the Charter School's Handbooks. Such conduct is further subject to the involvement of federal, state and/or local authorities and law enforcement where deemed appropriate by Charter School Administration, and to the extent permitted by applicable federal and state laws and regulations, if the student and/or employee product on these sites:

- Causes material interference or substantial disruption to the Charter School's operations; or
- Interferes with the individual rights of others; or
- Threatens serious harm to the Charter School or the community; or
- Encourages unlawful activity.

It is important for students and employees to keep in mind that all information and materials produced by them on social media and networking websites are a reflection on the entire Charter School community. If the students' and/or employees' postings to or participation in any website results in false accusations, harassment, bullying, cyberbullying, defamation, libel and/or slander about a member of the Charter School community, it may be a violation of the Charter School's Code of Conduct, Handbooks, Anti-Bullying Policy, and state and/or federal law.

In addition, the posting of Charter School property including, but not limited to, photographs, logos, and names, may be a violation of the Charter School's Acceptable Use Policy, FERPA, federal copyright laws, a violation of a right to privacy, and/or may be considered trademark infringement.

At no point while at school or during the school day are students and/or employees allowed to access their personal social media or conduct personal social networking

activities via the Charter School's technology resources or their own personal technology resources.

Off-Campus Communications between Employees and Students

Employees may not publicly discuss students, other Charter School employees or any school-related matters, whether confidential or not, outside school-authorized communications.

The Charter School has provided the employees and students with the means to communicate electronically concerning school matters. Therefore, unless given prior permission by the CEO, online interaction between employees and students is only allowed in Charter School-sponsored course websites, Charter School email, and other Charter School-sponsored online spaces. Interactions on Charter School-sponsored online spaces should be sufficient for online communications between Charter School employees and students.

Not only are inappropriate communications between a Charter School teacher and a student via social media and networking websites a violation of the Charter School's Professional Educator's Code of Conduct Policy, but it may also be a violation of federal and state law.

This Policy is not intended to violate an employee's or student's First Amendment Right to Free Speech. In addition, with regards to Charter School employees, this Policy shall not be interpreted to violate the Pennsylvania Public Employee Relation Act.

GUIDELINES FOR USE OF TELEPHONES WITHIN THE CLASSROOM OR ON SCHOOL PROPERTY

Charter School telephones are intended for the use of conducting business and school operations. Personal usage of Charter School telephones during business hours is discouraged except for extreme emergencies. All personal telephone calls should be kept brief to avoid congestion on the Charter School's telephone system. Charter School telephones are not to be used for any long-distance calls that are not strictly school-related.

Charter School employees and students should refrain from all personal calls while in the classroom. If a personally owned telephone is brought into a classroom, the telephone must be turned off. Only when class is not in session may Charter School employees and students check their phones for messages and make or receive personal calls. The Charter School reserves the right to request personal telephones not be brought onto Charter School property.

Charter School employees and students may not use personal telephones for text messaging or picture messaging while in the classroom. Charter School employees and students shall not access, send, receive, or download any text or picture message that could be viewed as derogatory, defamatory, obscene, or otherwise inappropriate. All text and picture messaging is expected to conform to all Charter School guidelines and policies.

If a personally owned cellular telephone has picture-taking functionality, Charter School employees and students may not use such telephones to take pictures while in the classroom.

DISCIPLINE

The Charter School investigates and responds to all reports of violations of this Policy. Violations of this Policy can result in disciplinary action up to and including expulsion or termination. The appropriate discipline will be determined based on the nature and factors of the blog and/or social media or networking posts. Charter School reserves the right to take legal action where necessary against employees, including contracted personnel, and students who engage in prohibited or unlawful conduct.

Acknowledgement and Consent Form 2023-2024

To acknowledge that you have received, read, and understand the document entitled, **“Social Media and Networking Guidelines Procedures,”** please sign below. By signing below, you are also acknowledging your agreement to comply with all the terms and conditions of this document. Please retain a copy of this confirmation for your personal file and return a copy to the Charter School:

Name: _____

Date: _____