Book	Policy Manual
Section	Special Update - March 2018 - Social Media
Title	REVISED POLICY - SPECIAL UPDATE - MARCH 2018 - SOCIAL MEDIA - TECHNOLOGY
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REVISED POLICY - SPECIAL UPDATE - MARCH 2018 - SOCIAL MEDIA

7540 - TECHNOLOGY

The School Board is committed to the effective use of technology to both enhance the quality of student learning and the efficiency of District operations.

Although students' use of District technology resources (see definition in Bylaw 0100) is required to participate in and benefit from certain aspects of the District's curriculum and to participate in online assessment, unsupervised use of technology resources may be limited or denied if such use is not under the direct supervision of school staff if a student's use of District technology resources is in violation of the District's policy regarding acceptable use. Students and their parents must sign and submit a Student Technology Acceptable Use and Safety form **( ) annually**. (see also, Policy 7540.03)

Annually, the Superintendent shall develop a written Comprehensive Technology Plan (CTP), recommend the CTP to the Board for approval, and, upon approval, implement the CTP.

Annually the Superintendent shall require the review of the implementation of the current CTP, update that plan as need be, and recommend the updated plan for approval by the Board. The CTP will address the need for District technology resources for all the District's instructional, operational and business functions, including, but not limited to software licenses, infrastructure hardware and software, technical support, telecommunication devices, servers, data storage, and recovery systems (both internal and external).

The Superintendent shall establish a technology governance committee to review and revise of the CTP and recommend revisions necessary to update it.

The Superintendent shall appoint members of the administrative, instructional, curriculum, operations, business, and information technology staff to the technology governance committee.

Procedures for the proper acquisition of technology shall be set forth in the CTP. The CTP shall also provide guidance to staff and students about making safe, appropriate, and ethical use of District technology resources, as well as inform both staff and students about disciplinary actions that will be taken if its technology resources are abused in any way or used in an inappropriate, illegal, or unethical manner. (see Policy 7540.03 and AP 7540.03 - Student Technology Acceptable Use and Safety, and Policy 7540.04 and AP 7540.04 - Staff Technology Acceptable Use and Safety)

This policy, along with the Student and Staff Technology Acceptable Use and Safety policies, and the Code of Student Conduct further govern students' and staff members' use of their wireless communication devices (see Policy 5136 and Policy 7530.02). Users have no right or expectation of privacy when using District technology resources (including, but not limited to, privacy in the content of their personal files, e-mails, and records of their online activity when using the District's computer network and/or Internet connection).

Further, safeguards shall be established so that the Board's investment in both hardware and software achieves the benefits of technology and inhibits negative side effects. Accordingly, students shall be educated about appropriate online behavior including, but not limited to, using social media to interact with others online; interacting with other individuals in chat rooms or on blogs; and, recognizing what constitutes cyberbullying, understanding cyberbullying is a violation of Board policy, and learning appropriate responses if they experience cyberbullying.

For purposes of this policy, social media is defined as Internet-based applications that facilitate communication (e.g., interactive/two-way conversation/dialogue) and networking between individuals or groups. Social media is "essentially a category of online media where people are talking, participating, sharing, networking, and bookmarking online. Most social media services encourage discussion, feedback, voting, comments, and sharing of information from all interested parties" (Quote from Ron Jones of Search Engine Watch). Social media provides a way for people to stay "connected or linked to other sites, resources, and people". Examples include FaceBook, Twitter, Instagram, webmail, text messaging, chat, blogs, and instant messaging (IM). Social media does not include sending or receiving e-mail through the use of District-issued e-mail accounts.

[CHOOSE ONE OF THE THREE OPTIONS, IF DESIRED]

OPTION #1

[ ] Staff may use of District-approved social media platforms/sites shall be consistent with Policy 7544. for business-related purposes. Authorized staff

~~may use District technology resources to access and use social media to increase awareness of District programs and activities, as well as to promote achievements of staff and students, provided the Superintendent approves, in advance, such access and use. Use of social media for business-related purposes is subject to Florida's public records laws and staff members are responsible for archiving their social media and complying with the District's record retention schedule. (see Policy 8310 - Public Records, AP 8310A - Public Records, and AP 8310D - Records Retention and Disposal)~~

~~Instructional staff and their students may use District technology resources to access and use social media for educational purposes, provided the Principal approves, in advance, such access and use.~~

Students must comply with Policy 7540.03 and Policy 5136 when using District technology resources to access and/or use District-approved social media platforms/sites.

Similarly, staff must comply with Policy 7544, Policy 7540.04, and Policy 7530.02 when using District technology resources to access and/or use District-approved social media platforms/sites.

OR

OPTION #2 [DRAFTING NOTE: Choose this option if the District intends to **prohibit staff and students from accessing social media using District technology resources. If so, Policy 7544 is not necessary.**]

[ ] The Board prohibits students and staff members from using District technology resources to access and/or use social media.

OR

OPTION #3

[x] The Board prohibits students from using District technology resources to access and/or use social media for other than instructional purposes.

Staff may use ~~District-approved~~ social media platforms/sites in accordance with Policy 7544 x] and, pursuant to Policy 7540.02, may use web content, apps, and services for ~~one-way~~ communication with the District's constituents [END OF OPTION]~~for business-related purposes~~. Authorized staff may use District technology resources to access and use ~~District-approved~~ social media platforms/sites to increase awareness of District programs and activities, as well as to promote achievements of staff and students, provided the Superintendent approves, in advance, such access and use. Use of ~~District-approved~~ social media platforms/sites for business-related purposes is subject to Florida's public records laws and, as set forth in Policy 7544, staff members are responsible for archiving their social media and complying with the District's record retention schedule. (see Policy 8310 - Public Records, and AP 8310A - Public Records)~~, and AP 8310D - Records Retention and Disposal~~).

[DRAFTING NOTE: Retain this provision if the District has chosen an option in Policy 7544 permitting staff to access social media from District technology resources or from personal technology resources.]

[x] Staff must comply with Policy 7544, Policy 7540.04, and Policy 7530.02 when using District technology resources **[x] or personally-owned WCDs [END OF OPTION]** to access and/or use social media for personal purposes.

[END OF OPTIONS]

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Legal   F.S. 1001.43
                F.S. 1011.62

Cross References   po0100 - DEFINITIONS
                po2252 - DIGITAL CLASSROOMS
                po5136 - WIRELESS COMMUNICATION DEVICES
                po7540.03 - STUDENT TECHNOLOGY ACCEPTABLE USE AND SAFETY
                po7540.04 - STAFF TECHNOLOGY ACCEPTABLE USE AND SAFETY
                po8310 - PUBLIC RECORDS
                ap7540 - COMPUTER TECHNOLOGY AND NETWORKS
                ap7540.03 - STUDENT TECHNOLOGY ACCEPTABLE USE AND SAFETY
                ap7540.04 - STAFF TECHNOLOGY ACCEPTABLE USE AND SAFETY
                ap8310A - REQUESTS FOR PUBLIC RECORDS
                ap8310D - TRANSMISSION OF RECORDS AND OTHER COMMUNICATIONS

Last Modified by Sam Stalnaker on July 31, 2018