SCHOOL WEB PUBLISHING AND SOCIAL MEDIA USE POLICY

Technology, including email, school-based websites, learning and data systems, and social media, can serve as a powerful tool to enhance education, communication and learning. This technology can provide both educational and professional benefits.

Newton Public Schools ("NPS") has an overriding interest and expectation in deciding what is communicated on behalf of NPS through it websites, email and social media sites. NPS has established School Web Publishing and Social Media Use Guidelines ("Guidelines"), which are found on the Newton Public Schools' website, as well as an associated Social Media in the Classroom overview, which provide instructions for the creation and use of various learning and data systems and NPS professional social media sites.

These Guidelines also provide guidance regarding recommended practices for professional social media communication between NPS employees, as well as social media communications between NPS employees and NPS students and parents.

Social media is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet and any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, Internet websites, Internet forums, and wikis. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, Google+, Instagram, Pinterest and other video and photo capturing applications.

Professional Social Media: Is a work-related social media activity, including, but not limited to school-based sites linked to and accessed through a district provided Email account such as First Class. This includes classroom, athletics and other extra-curricular activities. For example: a NPS Principal establishing a Facebook page for his/her school; a NPS teacher establishing a blog for his/her class; the Human Resources Department creating a LinkedIn or Facebook page; a coach or advisor using a Twitter account.

Personal Social Media: Is a non work-related social media activity (e.g., a NPS employee creating his/her own Facebook page or a Twitter account for his/her own personal use.)

This policy is not designed to serve as a code of conduct for social media use and does not constitute separate bases for potential student or employee discipline. However, all existing NPS policies, regulations and laws that cover employee conduct may be applicable in the social media environment.