

ESD 112 Social Media Expectations

Policy

The ESD 112 Board of Directors has adopted a [policy](#) that requires employees to use social media in a professional, appropriate and legal manner. These expectations describe professional and appropriate use of social media.

Expectations

1. When using social media, employees need to know and adhere to policies set forth in ESD 112 policies, these expectations, and the Employee Handbook.
2. Employees should be aware of the effect their actions may have on their image, as well as ESD 112's image. The information that employees post or publish may be public information for a long time.
3. Employees should be aware that ESD 112 may observe content and information made available by employees through social media. Employees should use their best judgment in posting material. Always be accurate, fair, courteous, honest, and respectful in your communication with employees, school districts, community organizations and people or entities that interact with ESD 112 and its employees and partners.
4. Inappropriate postings will not be tolerated and may subject you to disciplinary action up to and including termination. Although not an exclusive list, some specific examples of inappropriate social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, discriminatory, or that threaten violence or unlawful conduct.
5. Employees are not to publish, post or release any information that is legally confidential. If there are questions about what is considered confidential, employees should check with their supervisor.
6. Posting of pictures, or disclosure of personally identifiable information, of any children ESD 112 serves, without written authorization from ESD 112 and the legal guardian of the people whose identifiable information is being shared is prohibited.
7. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer media and legal inquiries to their supervisor.
8. If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
9. Employees must get appropriate permission before referring to or posting images of current or former employees, school districts, community partners, customers, vendors or suppliers. Additionally, employees are required to get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
10. Social media use should not interfere with an employee's responsibilities at ESD 112. Workplace computer systems are to be used for business purposes only. Personal use of social media networks or personal blogging of online content while at work or using ESD 112 resources is prohibited and could result in disciplinary action.
11. Subject to applicable law, off-hours online activity that violates ESD 112 policies or regulations including these social media expectations, may subject an employee to disciplinary action or termination. ESD 112's employees must uphold the credibility and dignity of the ESD in all communications with school districts, partners, and customers. This includes communications outside the workplace whenever such communications would reflect upon ESD 112.

12. If employees publish content off-hours that involves work or subjects associated with ESD 112, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent ESD 112's positions, strategies or opinions."
13. Conduct, inclusive of communications, that adversely affect employee's job performance, the performance of fellow employees, or otherwise adversely affects school districts, community partners and anyone working on behalf of ESD 112's legitimate business interests may result in disciplinary action.