

Employees are encouraged to use service center electronic mail and other service center technology resources to promote student learning and communication with parents of students and education-related entities. If those resources are used, they shall be used for purposes directly related to work-related activities. Technology-based materials, activities, and communication tools shall be appropriate for and within the range of the knowledge, understanding, age, and maturity of students with whom they are used.

Service center employees may set up blogs and other social networking accounts using service center technological resources and following service center policy and guidelines to promote communications with service center customers, students, parents, and the community concerning service center related activities. Social networking sites and other online communication options offering instructional benefits may be used for the purpose of supplementing classroom instruction and to promote communications with service center customers concerning service center related activities.

In order for service center employees to utilize a social networking site for instructional, administrative, or other work-related communication purposes, they shall comply with the following:

1. They shall request prior permission from the executive director or the executive director's designee.
2. If permission is granted, staff members will set up the site following any service center guidelines developed by the executive director and approved by the board. If the expenditure of service center funds is required to complete the set-up or maintenance of the site, the requesting staff member shall present an itemized summary of such costs to the executive director. Executive director approval shall be required prior to the expenditure of service center funds for such purpose.
3. Guidelines shall specify whether access to the site must be given to service center employees.

4. If written parental consent is not otherwise granted through acceptable use policy forms provided by the service center, staff shall notify parents of the site and obtain written permission for students to become “friends” of the site prior to the students being granted access. This permission shall be kept on files at the diploma completion site as determined by the program coordinator.
5. Once the site has been created, the sponsoring staff member is responsible for the following:
 - a. Monitoring and managing the site to promote safe and acceptable use and compliance with service center policies; and
 - b. Observing confidentiality restrictions concerning release of personally identifiable student information under state and federal law.

Staff members are discouraged from creating personal social networking accounts to which they invite current or future students to be friends. Employees taking such action do so at their own risk. All employees shall be subject to disciplinary action if their conduct relating to use of technology or online resources violates this policy or other applicable board policy, statutory, or regulatory provisions governing employee conduct or the protection of student record information; or if it impairs the staff member’s job performance or effectiveness in the work setting. Service center staff shall endeavor to protect the health, safety, and emotional well-being of students and confidentiality of student record information both in the school setting and in their online actions. Conduct in violation of this policy, including, but not limited to, conduct relating to the use of technology, social networking, or online resources, may form the basis for disciplinary action up to and including termination from employment.

Approved: SCKESC Board of Directors 09/04/2013