

Social Media and Digital Communication Agreement for Staff

At Modern Knowledge Schools, we believe that technology should improve effective communication between different stakeholders. In order to provide an environment where safety of students and staff is a priority, we need to ensure that the use of Social Media and digital devices is monitored and protected.

In addition to compliance with general policies of the school, the following guidelines are intended to support staff by ensuring that all staff members clearly understand all factors and possible ramifications for technology acceptable use at Modern Knowledge Schools.

When using social media or digital communication devices to communicate with students and/or families all staff should:

- Always comply with all Modern Knowledge Schools Policies including, but not limited to, policies related to:
 - Student Records confidentiality
 - Staff Acceptable Use Policy pertaining to use of technology (Policy 5.920 -Use of Social Media)
 - Copyright and Academic Honesty.

Communication resources and devices, while of unquestionable value, are not without risk both personally and professionally, if used in the absence of the appropriate level of discretion and intent. Be aware of the following:

- The school does not take a position on an employee's decision to participate in blogs, wikis, social media pages, etc. for personal use on personal time. If, however, staff members choose to do so, staff members should not communicate with students and families regarding topics pertaining to your work with Modern Knowledge Schools.
- Be aware that even with the most stringent privacy settings, photo tagging and other tools may make personal information regarding students and their families publicly available. Staff should be prepared to address these issues and remind families of this potential.
- Do not "friend", "follow" or otherwise interact with students from your personal social media accounts.
- When using social media sites/products for school related purposes, use school-supported and/or school-created platforms, (e.g. <http://mks.edu.bh>).
- Communicate with families and students through school-provided emails on the school's domain (@mkschoolsbh.com).
- Staff must avoid communicating with families regarding school-related matters through personal social media accounts, blogs, etc.
- Staff must avoid posting student information, pictures, work-product exemplars on personal social media sites, blogs, etc. Current parental consents apply only to the official MKS website.
- Staff must avoid communicating with students and families through personal communication methods. For any school-related matter, staff members communicate with students and families through Gmail and Google Chat using school domain accounts only (@mkschoolsbh.com). Staff should avoid giving students and families personal phone numbers, especially cell phone numbers.

Social media in the classroom

- Communicate clearly and meaningfully with families and students before using social media within the classroom so that families understand what, if any, information regarding their children may be available on the internet.
- When using social media within the classroom, staff should provide information to families regarding the purpose for the use of the selected media, an example of what the media project will look like and a description of the amount of student information and level of security.
- Passive consent (consent that requires parents to actively opt-out rather than opting-in) is appropriate in most instances.
- Teachers should work with their HoDs, building principal and Technology Director whenever they are considering a new use of social media or digital communication within the classroom.
- Communications must be age-appropriate and related directly to a student's education.
- Staff at the elementary and KG levels must only address parents in all digital communications unless parents actively opt-out.
- Staff at the high and Middle school level may communicate directly with students via media devices only after parents have been generally advised of the staff's intent to do so and have had the opportunity to opt-out.

Standards of professional conduct

Your online behavior must reflect the same standards of professionalism, respect and integrity as your face-to-face communications.

When using personal social media sites, if you identify yourself as an employee of Modern Knowledge Schools you must remember that you have associated yourself with the school, your colleagues and your school community; therefore, you must ensure that any associated content is consistent with the mission and work of the school.

- Even with the most stringent privacy settings, when posting online comments that are related to school, students, families or the district, even in a personal capacity, staff should act as if all comments/postings are in the public domain.
- Please be advised that all emails, G-Drive and Hangouts content is monitored and filtered. The school administration has the right to check and verify this documented content, should the need arise.
- Use caution when posting any comment and/or images to the internet that may reflect negatively on your professional image. Be advised that failure to adhere to these guidelines may result in disciplinary action.

For questions about the guidelines contact your building principal.