



ZUNI PUBLIC SCHOOL DISTRICT SOCIAL MEDIA POLICY

(Approved by Board of Education August 30, 2021)

1.0 PURPOSE: The purpose of this administrative policy is to provide the Zuni Public School District (ZPSD) departments and employees with guidelines for individual and group participation in Social Media outlets as a ZPSD Employee.

1.1 For purposes of this policy, social media should be understood to include any website or forum that allows for open communication on the internet including, but not limited to:

- Social Networking sites (i.e. FaceBook, LinkedIn, etc.);
- Micro-blogging sites (i.e. Twitter and other similar);
- Blogs (the ZPSD related or personal)
- Online encyclopedias (i.e. Wikipedia and other similar); and
- Video and photo sharing websites (i.e. YouTube, Flickr, Snapchat, Instagram, etc.)

2.0 POLICY: ZPSD respects the desire of employees to participate in social media during their personal time and not during the employee's work hours. In general, employees who participate in social media are free to publish their own personal information without restrictions by ZPSD. Employees must avoid, however, posting information that could bring discredit upon ZPSD or place the ZPSD at a legal compliance risk. As an employee of the ZPSD you must adhere to the following guidelines:

2.1 **Employees Are NOT Authorized to Speak on Behalf of the ZPSD, Unless Explicitly Given Written Permission.** Employees should express only personal opinions online and an employee should never represent himself/herself as a spokesperson for the ZPSD or other co-workers, clients, customers, colleagues, or other individuals who work on behalf of or who are associated with the ZPSD. If an employee chooses to post online content relating to the ZPSD, the employee should make it clear that he or she is not speaking on behalf of the ZPSD. Any online activity relating to or impacting the ZPSD should be accompanied by a disclaimer stating that "the postings on the website are my own and do not necessarily reflect the ZPSD's opinion or position". This disclaimer should be visible and easy to understand.

2.2 Employees will not use the ZPSD's logo on any personal social media network without permission from the Employee's Manager or designee in writing. This includes photographs, depictions of the ZPSD uniforms,

badges, patches, marked vehicles, or any item identifiable as belonging to the ZPSD.

- 2.3 Employees shall not disclose any information that is confidential or proprietary to the ZPSD or to any third party that has disclosed information to the ZPSD or the employee. Consult with the Employee's Manager for guidance to what constitutes as confidential information.
- 2.4 Employees are responsible for maintaining the ZPSD's positive reputation and presenting the Employer in a manner that safeguards the positive reputation of themselves, as well as the ZPSD's employees, elected officials, Superintendent, Administrators, etc.
- 2.5 Use of social media during duty hours is strictly prohibited unless authorized in writing for official purposes. Likewise, use of the ZPSD property including computer, wireless technology, or internet networks for social media is prohibited. Accessing social media for non-work-related activities is prohibited during an employee's work hours. Employees are advised that the ZPSD property is monitored for improper use and violations are subject to disciplinary action.
- 2.6 If an employee uses social media to harm the ZPSD, the ZPSD's students/constituents, or the ZPSD's employees, participation in social media can have employment consequences. Employees shall not use social media to intimidate, humiliate, denigrate, offend, insult, antagonize, or provoke another person, whether such material is written comments, pictures, artwork, video, or other references on their website or through other mediums of communication. Nor shall an employee use social media to violate the ZPSD's Policies, Tribal, State or Federal laws.
- 2.7 If social media activity by an employee is harmful or violates any of the conditions of this Policy, the ZPSD may request immediate deletion of any confidential or proprietary information or other materials posted on social media which may harm the ZPSD, its employees, its students, or otherwise violates the terms of this Policy. Any employee who violates this Policy may be subject to disciplinary action up to and including termination.
- 2.8 If any Employee becomes aware of inappropriate use of social media in violation of this policy, he or she has the responsibility of immediately reporting the conduct to their Supervisor, Department Head, or Human Resource office.
- 2.9 Employees are reminded that information posted on social networking internet sites is not private. This information is viewed by the public.

3.0 SCOPE: This Policy applies to all ZPSD Employees and School Board Members.

4.0 RESPONSIBILITIES: All Employees and School Board Members are responsible for their own actions.