

BURNS SCIENCE AND TECHNOLOGY CHARTER SCHOOL

A FLORIDA CORPORATION NOT FOR PROFIT

Mission Statement

Where students are inspired and prepared for the 21st Century.

SOCIAL MEDIA POLICY

Prior to posting the photograph of any student on any social media website, including but not limited to Facebook, Instagram, Snapchat, the School must first secure the written consent of the child's parent or legal guardian.

SOCIAL MEDIA POLICY EMPLOYEE USE OF SOCIAL MEDIA

As a leader in using technology as an accelerator of learning, Burns Science and Technology Charter School (Burns Sci-Tech) understands the value of teacher inquiry, investigation, and innovation using new technology tools to enhance the learning experience. Burns Sci-Tech also recognizes its obligation to teach and ensure responsible and safe use of these technologies.

This policy addresses Employees, Board Members, Staff and all school-sanctioned parent/teacher organizations such as the Eagles' Nest Organization (hereinafter collectively referred to as "school representatives" use of publicly available social media networks, including but not limited to: personal web sites, web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media. Burns Sci-Tech takes no position on school representatives' decision to participate in the use of social media for personal use on personal time. However, the use of these media for personal use during school time or on school equipment is prohibited. In addition, school representatives must avoid posting any information or engaging in communications that violate state or federal laws or school policies.

When employees choose to join or engage with school children, families or fellow employees in a social media context, they are advised to maintain their professionalism as school employees and have responsibility for addressing inappropriate behavior or activities on these networks, including requirements for mandated reporting. School representatives may not use their personal computers, devices, services, and networks during the time they are required to be fulfilling their work, learning, school responsibilities, or volunteer requirements.

Public Social Media Networks are defined to include: web sites, web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally available to the public or consumers and which do not fall within the school's electronic technologies network (e.g. Myspace, Facebook, Twitter, LinkedIn, Flickr, YouTube, blog site, etc.)

All school representatives are expected to serve as positive ambassadors for Burns Sci-Tech and to remember that they are role models to students in this community. Because readers of social media networks may view the school representative as speaking for Burns Sci-Tech, the school requires the following rules to be observed when referring to Burns Sci-Tech, its students, programs, activities, employees, volunteers, and communities on any social media network:

1. A school representative's use of any social media network and postings on any social media network must comply with all state and federal laws and any applicable school policies.
2. School representatives must be respectful and professional in all communications (by word, image or other means). School representatives shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, illegal drugs, sexual behavior, sexual harassment, or bullying.
3. School representatives that have been provided a Burns Sci-Tech email address should not use that address on public social media networks that have not been approved by the school.
4. School representatives must make clear that any views expressed are the representative's alone and do not necessarily reflect the views of Burns Sci-Tech. Representatives may not act as a spokesperson for Burns Sci-Tech or post comments as a representative of the school, except as authorized by the Principal or the Board.
5. When authorized as a spokesperson for Burns Sci-Tech, the representative must disclose their employment relationship with the school.
6. School representatives may not disclose information on any social media network that is confidential or proprietary to Burns Sci-Tech, its students, or employees that is protected by data privacy laws.
7. School representatives may not use or post Burns Sci-Tech's logo on any social media network without permission of the Principal or her designee.
8. School representatives may not post images on any social media network of co-workers without the co-workers' consent.
9. School representatives may not post images of students on any social media network without written parental consent, except for images of students taken in the public arena, such as at a sporting event or fine arts public performance.
10. School representatives may not post any non-public images of Burns SciTech premises and property, including floor plans.

Burns Sci-Tech recognizes that student groups or members of the public may create social media representing students or groups within Burns Sci-Tech. When school representatives, including employees, coaches/advisors choose to join or engage with these social networking groups, they do so with responsibility to Burns Sci-Tech. School representatives have responsibility for maintaining appropriate adult-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This responsibility includes acting to protect the safety of minors online. School representatives shall annually disclose to the Principal the existence of and their participation in such networks.

Where School representatives place their communication in “privacy” marked social media, they cannot expect that their information will not be disclosed by a person within their “private group,” or that the information may be discovered as part of the discovery process in litigation or disclosed by other means.

School representatives who participate in social media networks may decide to include information about their work with Burns Sci-Tech as part of their personal profile, as it would relate to a typical social conversation. This might include: work information included in a personal profile, to include: the Burns Sci-Tech name, job title, and job duties; status updates regarding a representative’s own job promotion; personal participation in Burns Sci-Tech sponsored events, including volunteer activities.

A school representative who is responsible for a social media posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including termination. Representatives will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information that violates the privacy rights or other rights of a third (3rd) party, or the content of anything posted on any social media network.

Anything posted on a school representative’s web site or web log (blog) or other Internet content for which the representative is responsible will be subject to all Burns Sci-Tech policies, rules, regulations and guidelines. Burns Sci-Tech is free to view and monitor a representative’s web site or web log at any time or without consent or previous approval. Where applicable, representatives may be asked to disclose to the school the existence of and provide Burns Sci-Tech with access to a representative’s web site or web log (blog) or other personal social media network as part of an employment selection, promotion or disciplinary process.

Users should have no expectation of privacy in anything they create, store, send, receive, or display on or over Burns Sci-Tech computer systems and/or any authorized third (3rd) party systems, including their personnel files or any of their use of these systems. Burns Sci-Tech reserves the right to access, view, record, check, receive, monitor, track, log, store, and otherwise inspect and utilize any or all computer network systems and to monitor and allocate fileservers space. Users of Burns Sci-Tech computer systems shall be deemed to have consented to having the content of any such communications accessed, viewed, recorded, checked, received, etc. Passwords and message delete functions do not restrict the ability of Burns Sci-Tech to access such communications or information.

GUIDELINES FOR SOCIAL MEDIA POLICY

These are the guidelines for social media at Burns Sci-Tech for school representatives contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off the Burns Sci-Tech Network. We expect all who participate in social media to understand and follow these guidelines. Failure to do so could put you at risk. These guidelines will continually evolve as new technologies and social networking tools emerge and will be reviewed and updated annually by the Burns Sci-Tech School Board.

1. **It is your responsibility:** what you write is ultimately your responsibility. If it seems inappropriate, use caution. If you're about to publish something that makes you even the slightest bit uncomfortable, review these guidelines and ensure that your post comports with the rules. If you are still unsure, consult with the Principal prior to publishing your post online. Consider the content of your post carefully, and respect trademark, copyright and fair use requirements.
2. **Ensure the safety of students:** when school representatives, especially teachers/coaches/advisors choose to join or engage with social networking groups, they do so in their capacity as an ambassador of Burns Sci-Tech. These representatives have the responsibility of monitoring content and addressing inappropriate behavior or activity on these networks. This responsibility includes acting to protect the safety of minors online. Representatives shall annually disclose to the Principal the existence of and participation in such networks.
3. **Be transparent:** as a school representative, your honesty or dishonesty will be quickly noticed in the social media environment. If you are posting about your work, use your real name and identify your relationship with Burns Sci-Tech. Be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out. If you publish to a site outside Burns Sci-Tech's network, please use a disclaimer to state in clear terms that the views expressed are yours alone and not those of the school.
4. **Protect confidential information:** be thoughtful about what you publish. You must make sure that you do not disclose or use confidential information. Students, parents or colleagues should not be cited or referenced without their prior approval. It is acceptable to discuss general details about projects, lessons, or events to use non-identifying pseudonyms for an individual (e.g. "Teacher A"), so long as the information provided does not make it easy for someone to identify the individual or violate any privacy laws. Furthermore, public social networking sites are not the place to conduct school business with students or parents.
5. **Respect your audience and your co-workers:** always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others, including other schools or competitors. Remember that our communities reflect a diverse set of customs, values and points of view. Be respectful. This guideline includes not only the obvious (no ethnic slurs, personal insults, obscenity) but also proper consideration of privacy and of topic that may be considered objectionable or inflammatory (including political or religious speech). Be sensitive about linking to certain content – redirecting to another site

may imply endorsement of its content. Do not re-post a link without reading its entire content. Burns Sci-Tech expects you to use good judgment in all situations. You must know and follow the school's Code of Conduct and Privacy Policy. When using social media sites (such as Facebook or Twitter), read and review their terms and conditions of use. Follow the websites rules, as well as these outlined by Burns Sci-Tech.

6. **Perception can be reality:** by identifying yourself as a Burns Sci-Tech school representative, you are creating perceptions about your expertise and about Burns Sci-Tech by community members, parents, students, the general public, as well as your colleagues and superiors at the school. If you choose to join or engage with Burns Sci-Tech students and families in a social media context, do so in a professional manner, ever mindful that in the minds of the students, families, colleagues and to the public, you are a representative of Burns Sci-Tech. Be sure that all content associated with you is consistent with your work and with the beliefs and professional standards of Burns Sci-Tech.
7. **Are you adding value:** communication associated with Burns Sci-Tech should help fellow educators, parents, students and co-workers. It should be thought provoking and build a sense of community.
8. **Keep your cool:** one of the aims of social media is to create dialogue and people will not always agree on an issue. When confronted with a difference of opinion, stay calm, cool and collected. If you make an error, be up front about your mistake and correct it quickly. Express your beliefs in a clear and logical way. Do not pick fights. Ignore inappropriate comments, rather than giving them credibility by acknowledging it with a response.
9. **Be careful with personal information:** make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media sites.
10. **Be a positive role model:** school representatives have a responsibility to maintain appropriate employee-student relationships on or off duty.

ADOPTED by action of the Board of Directors of the Burns Science and Technology Charter School, Inc. at its regular meeting on 12-18-18

Representative of Burns Sci-Tech Board

Rg Cathelinez, Secretary