

**TESFA INTERNATIONAL SCHOOL**  
**EMPLOYEE USE OF SOCIAL MEDIA (470)**

**I. PURPOSE**

The purpose of this policy is to address employees' use of publicly available social media networks including, but not limited to: personal websites, blogs wikis, social networks, online forums, virtual worlds, and any other social media. Tesfa International School takes no position on employees' decision to participate in the use of social media networks for personal use on personal time.

**II. GENERAL STATEMENT OF POLICY**

Tesfa International School recognizes the importance of online social media networks as a communication and e-learning tool. To that end, Tesfa International School provides password-protected social media tools and Tesfa International School approved technologies for e-learning and encourages use of Tesfa International School tools for collaboration by employees. However, public social media networks, outside of those sponsored by the Tesfa International School may not be used for classroom instruction or school-sponsored activities without the prior authorization of the administration, or designee, and parental consent for student participation on social networks.

When employees choose to join or engage with Tesfa International School students, families or employees in a social media context they are advised to maintain their professionalism as Tesfa International School employees and have responsibility for addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting.

**III. DEFINITIONS**

- A. "Public social media networks" includes, but is not limited to web sites, 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 Tesfa International School's electronic technologies network

- B. “School approved password-protected social media tools” mean tools that fall within the Tesfa International School’s electronic technologies network or which Tesfa International School has approved for educational use.

#### **IV. REQUIREMENTS**

Because readers of social media networks may view the employee as a representative of Tesfa International School, employees are required to observe the following when referring to Tesfa International School, its students, programs, activities, employees, volunteers and/or communities on any social media networks:

A. Compliance with State and Federal Law

1. An employee’s use of any social media network and an employee’s postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable Tesfa International School policies.
2. Employees must avoid posting any information or engaging in communications that violate state or federal laws or Tesfa International School policies.

B. Tesfa International Email Address

1. Employees should not use their Tesfa International School e-mail address for communications on public social media networks that have not been approved by the Tesfa International School.

C. Social Media Published Content

1. Employees must make clear that any views expressed are the employee’s alone and do not necessarily reflect the views of the Tesfa International School.
2. Employees 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 sporting events or fine arts public performances.

3. Employees may not post any nonpublic images of Tesfa International School premises and property, including floor plans.

D. Employee-Student Relationships

1. Employees have responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online.

E. Information of Employment at Tesfa International School

1. Work information included in a personal profile to include school name, job title, and job duties; Status updates regarding an employee's own job promotion; Personal participation in Tesfa International School-sponsored events, including volunteer activities.

F. Disciplinary Action

1. An employee who is responsible for a social media network 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. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network.

*Approved:07/13/15*