



Borough of Rumson School District - Staff Member Social Media Usage Agreement

The Rumson School District in accordance with its Board Policies 3282, 3283, and 3321 that address the use of social media networks, electronic communication, and acceptable use of computer network(s)/computers and resources policies, require that all electronic or any other communications by employees to students or parents at any time, from any social media platform shall be expected to be professional, acceptable in content to any reasonable person, and limited to information that is school-related and is acceptable to both student and parent. Posts or messages between employees, students, and parents shall be done using the designated and official school account. Please adhere to the following guidelines as well as the District's Policy 3211- Code of Ethics.

- Be mindful that what you publish on social media channels will be public for a long time—protect your and the students' privacy. Ensure publication meets the parental consent for publishing photos and names of students.
- Do not share your username or password with students, colleagues, or parents. Staff/classroom social media accounts should remain separate from personal accounts.
- When posting online, please remember that you are an employee of the Rumson School District and representative of your colleagues, students, parents, and the school community. Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face. Anything posted online should represent you in a professional manner as others will see you as connected to Rumson School District.
- Use of social media platforms are an extension of your classroom and considered official district content. What is inappropriate in the classroom should be deemed inappropriate online. Comments expressed via social networking pages under the impression of a 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum. Avoid using hashtags(#) that could be deemed unprofessional.
- You must obtain parental media consent before posting or sharing any photos or videos of students on the social media platform. Permission is also required for any staff or employee. When posting online, be sure not to post confidential student information. Ensure publication meets the parental consent for publishing photos and names of students.
- Posts and messages must not give the impression that they are representing, giving opinions or otherwise making statements on behalf of the District, any school in the District, or any representative of the District or Board of Education unless appropriately authorized (explicitly or implicitly) to do so. Posts must be exclusively about classroom or school activities.
- Cyberbullying will not be tolerated. Any incidence of cyberbullying should be reported to the school Principal immediately.
- Written permission must be obtained from the Superintendent before using any school or district logo or images. School logos may only be used in a professional capacity. When using social media in a professional manner all images and colors should match the District's logo or mascot when possible.
- There will be no advertising, sales, or solicitation for personal gain on the social media account sponsored by the staff member for classroom purposes. Students and parents should not to be used as promotional audiences.

I have read and agreed to the following guidelines and policies set by the Rumson Board of Education including Policy 3282 Use of Social Networking Site.



Staff Member (Print name)

Staff Member (Signature)

Date

Borough of Rumson School District - Staff Member Social Media Usage Request

Date of request: _____

I, _____,
(Name and Position)

request permission to use the following social media sites to communicate with students, parents/guardians, and the school community. This verifies I have read and signed the Staff Member Social Media Usage Agreement form and will allow the building principal viewing access to all classroom accounts.

_____ Social Media Site: _____ Username: _____

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_____ Social Media Site: _____ Username: _____

_____ Social Media Site: _____ Username: _____

_____ Social Media Site: _____ Username: _____

(Principal Use Only- please initial by social media account, once accepted as a member of the classroom site)

Approved by: _____ on _____