

Treeside Charter School

Social Networking Policy

Treeside Charter School takes no position on your decision to start or maintain a blog or participate in other social networking activities. However, it is the right and duty of the school to protect itself from unauthorized disclosure of information. Treeside Charter School's social networking policy includes rules and guidelines for school-authorized social networking and personal social networking and applies to all administration, faculty, staff and board members.

General Provisions

Blogging or other forms of social media or technology include but are not limited to video or wiki postings, sites such as Facebook and Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with Treeside Charter School.

Unless specifically instructed, employees are not authorized and therefore restricted to speak on behalf of Treeside Charter School. Employees may not publicly discuss students, employees or any work- or student-related matters, whether confidential or not, outside school-authorized communications. Employees are expected to protect the privacy of Treeside Charter School and its employees and students and are prohibited from disclosing personal employee and nonemployee information and any other proprietary and nonpublic information to which employees have access. Such information includes but is not limited to student information.

Employer Monitoring

Employees are cautioned that they should have no expectation of privacy while using the Internet. Your postings can be reviewed by anyone, including Treeside Charter School. Treeside Charter School reserves the right to monitor comments or discussions about the school, its employees, students and community, posted on the Internet by anyone, including employees and non-employees. Treeside Charter School uses blog-search tools and software to monitor forums such as blogs and other types of personal journals, diaries, personal and school discussion forums, and social networking sites.

Employees are cautioned that they should have no expectation of privacy while using company equipment or facilities for any purpose, including authorized blogging.

Treeside Charter School reserves the right to use content management tools to monitor, review or block content on school blogs that violate school blogging rules and guidelines.

Reporting Violations

Treeside Charter School requests and strongly urges employees to report any violations or possible or perceived violations to the School Director. Violations include discussions of Treeside Charter School and its employees and students, any discussion of proprietary information and any unlawful activity related to blogging or social networking.

Discipline for Violations

Treeside Charter School investigates and responds to *all* reports of violations of the social networking policy and other related policies. Violation of the school's social networking policy will result in disciplinary action up to and including immediate termination. Discipline or termination will be determined based on the nature and factors of any blog or social networking post. Treeside Charter School reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

Acknowledgment

Employees are required to sign a written acknowledgement that they have received, read, understood and agreed to comply with the school's social networking policy and any other related policy.

Authorized Social Networking

The goal of authorized social networking and blogging is to become a part of the community conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking and blogging is used to convey information about school happenings, promote and raise awareness of Treeside Charter School, recruit for potential new students, communicate with employees and students and their families to brainstorm, issue or respond to breaking news or negative publicity, and discuss school-specific activities and events.

When social networking, blogging or using other forms of web-based forums, Treeside Charter School must ensure that use of these communications maintains our school identity, integrity and reputation while minimizing actual or potential legal risks, whether used inside or outside the school.

Rules and Guidelines

The following rules and guidelines apply to social networking and blogging when authorized by the school administration and done on school time. The rules and guidelines apply to all school-related blogs and social networking entries, including school subsidiaries or affiliates.

Only authorized employees can prepare and modify content for Treeside Charter School's blog located on www.treesidecharter.org and/or the social networking entries located on Facebook. Content must be relevant, add value and meet at least one of the specified goals or purposes developed by Treeside Charter School. If uncertain about any information, material or conversation, discuss the content with an administrator.

All employees must identify themselves as employees of Treeside Charter School when posting comments or responses on the school's blog or on the social networking site.

Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on Treeside Charter School's blog.

The School Director is responsible for ensuring all blogging and social networking information complies with Treeside Charter School's written policies. The School Director is authorized to remove any content that does not meet the rules and guidelines of this policy or that may be illegal or offensive. Removal of such content will be done without permission of the blogger or advance warning.

Treeside Charter School expects all guest bloggers to abide by all rules and guidelines of this policy. Treeside Charter School reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. Treeside Charter School also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

Personal Blogs

Treeside Charter School respects the right of employees to write blogs and use social networking sites and does not want to discourage employees from self-publishing and self-expression. Employees are expected to follow the guidelines and policies set forth to provide a clear line between you as the individual and you as the employee.

Treeside Charter School respects the right of employees to use blogs and social networking sites as a medium of self-expression and public conversation and does not discriminate against employees who use these media for personal interests and affiliations or other lawful purposes.

Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just Treeside Charter School.

Employees cannot use school-owned equipment, including computers, school-licensed software or other electronic equipment, nor facilities or school time, to conduct personal blogging or social networking activities.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate or disparage against employees or anyone associated with or doing business with Treeside Charter School.

If you choose to identify yourself as a Treeside Charter School employee, please understand that some readers may view you as a spokesperson for Treeside Charter School. Because of this possibility, we ask that you state that your views expressed in your blog or social networking area are your own and not those of the school, nor of any person or organization affiliated or doing business with Treeside Charter School.

Employees cannot post on personal blogs or other sites the name, trademark or logo of Treeside Charter School or any business with a connection to Treeside Charter School. Employees cannot post school-privileged information, including copyrighted information or school-issued documents.

Employees cannot post on personal blogs or social networking sites photographs of other employees, students, vendors or suppliers, nor can employees post photographs of persons engaged in school business or at school events.

Employees cannot post on personal blogs and social networking sites any advertisements or photographs of school activities, nor sell school products.

Employees cannot link from a personal blog or social networking site to Treeside Charter School's internal or external web site.

If contacted by the media or press about their post that relates to Treeside Charter School business, employees are required to speak with their manager before responding.

If you have any questions relating to this policy, your personal blog or social networking, ask the School Director.