An Oklahoma law requires that all public school districts develop comprehensive social media policies. Below please find Enid Public Schools’ board policy and related administrative guidelines. Thank you for your cooperation.

**BOARD POLICY DHAC: Staff Members & Social Networking Websites**

The Superintendent and the School Principals will annually remind staff members and orient new staff members concerning the importance of maintaining proper decorum in the on-line, digital world as well as in person. Employees must conduct themselves in ways that do not distract from or disrupt the educational process.

Guidelines regarding digital and online communication will be established and distributed by the administration. As per state law, employees will be discouraged from sharing content or comments containing the following when directed at a citizen of the State of Oklahoma:

1. Obscene sexual content or links to obscene sexual content;
2. Abusive behavior and bullying language or tone;
3. Conduct or encouragement of illegal activity; and
4. Disclosure of any information required to be maintained as confidential by law, regulation, or internal policy.

“Social networking or “social media” means interaction with external websites or services based upon participant contributions to the content. Types of social media include social and professional networks, blogs, micro blogs, video or phone sharing and social bookmarking; and

“Comment” means a response to an article or social media content submitted by a commenter.

Employees who engage in any of the above-referenced prohibited behaviors are subject to the possibility of penalties, including dismissal from employment, for failure to exercise good judgment in on-line conduct.

**REFERENCE:** 74 O.S. § 840-8.1

**Adopted:** July 15, 2019

*A copy of this policy shall be distributed to each affected employee by email.*
EPS Administrative Guidelines for Social Media & Electronic Communication

Enid Public Schools employees are responsible for conducting themselves professionally at all times – in person and online. As role models to students, they must demonstrate proper decorum when utilizing social media or other forms of electronic communication.

The following guidelines have been established to help employees understand Enid Public Schools’ expectations regarding the use of social media and electronic communication:

- As required by state law, school employees are discouraged from posting any content that is sexual in nature, that promotes or encourages illegal activity; or that contains abusive behavior or bullying language or tone.
- School employees should never post information online that implies they or their opinions represent the district, the administration or the Board of Education.
- School staff should never use their district email to establish a personal social media profile.
- School staff should not access their personal social media profiles during working hours. The supervision of students must be staff members’ first priority.
- School staff should never use their personal social media profile to conduct school-related communication with parents and students. The staff member should create an official school profile for this purpose. (If you do plan to create an official school profile for your class, club or program, you must be granted permission from your school administrator first.)
- As required by state and federal law, student- or school-related confidential information shall not be released on a school employee’s personal social media profile, official school social media profile, or through any other method of communication.
- Staff members should assess in advance how the content of a post (including photographs) will reflect on his/her reputation as a school
employee, including possible damage to his her/her authority or ability to maintain management of students.

- School employees are encouraged to communicate with parents, students and athletes with electronic tools that send messages to the group as a whole (such as Remind), rather than individual communication. Necessary individual communication – via social media, text or other apps – must be school- or sports-related and be appropriate and professional in nature. Regular one-on-one exchanges between employees and students should not occur. (EPS understands that employees do have school-aged family members or family friends. This guideline does not prohibit appropriate communication with students with whom employees have an appropriate relationship outside of school. Employees should be sure the student’s parents are aware of the digital communication.)

- School employees are encouraged to keep the privacy settings on their personal social media profiles as secure as possible, in order to prevent unintended circulation of personal information/content.

- School employees should refrain from questionable online activity that is prohibited by the district’s Acceptable Use Policy, including cyberbullying.

- School employees must understand that communication/posts on private profiles that impede or impact school business will be taken seriously and addressed by members of the administration.

Failure to follow these guidelines may expose employees to disciplinary action up to and including termination. District administrators reserve the right to review public social media content as needed.

**Friendly advice - Before posting something, please ask yourself:**

- *Is this something I would want my students to see?*
- *Is this something I would want the parents of my students to see?*
- *Is this something I would want my child’s teacher to post?*
- *How would I feel if the information in this post became public?*