

INSTRUCTION

Social Media and Acceptable Use

Use of Technology

Introduction

LaGrange Highlands School District 106 recognizes the increasingly important role that technology plays in the educational process as well as in the personal lives of students, their families, and District employees. This Policy is intended to encourage a thoughtful, responsible use of social media and related technological communication tools to promote community support, highlight student achievement, and improve professional learning in a way that does not disrupt, create unnecessary distractions or adversely impact the educational process or the interpersonal relationships among the students and District employees.

Technology Usage and Conduct

The Superintendent or designee shall:

1. Inform District employees annually about this policy.
2. Direct Building Principals to annually:
 - a. Inform their building staff about the importance of maintaining high standards in their school relationships.
 - b. Remind their building staff that those who violate Board policy will be subject to remedial and any other appropriate disciplinary action up to and including dismissal.
3. Build awareness of this policy with students, parents, and the community.
4. Ensure that no one for the District, or on its behalf, requests of an employee or applicant access in any manner to his or her social networking website or requests passwords to such sites.
5. Periodically review this policy and any procedures with District employee representatives and electronic network system administrator(s) and present proposed changes to the Board.

Internet and Network Access Permissions

LaGrange Highlands School District 106 has the ability to enhance a child's education through the use of electronic networks, including the Internet. The goal in providing this service is to promote educational excellence by facilitating resource sharing, innovation, and communication. Students and their parents/guardians must sign this *Authorization for Access to the District's Electronic Networks* annually while the student is enrolled in the School District. Each staff member must sign the *Authorization for Access to the District's Electronic Networks* as a condition for using the District's electronic network.

The District *filters* access to materials that may be defamatory, inaccurate, offensive, or otherwise inappropriate in the school setting. If a filter has been disabled or malfunctions it is impossible to control all materials and a user may discover inappropriate material. Ultimately, parents/guardians are responsible for setting and conveying the standards that their child or ward should follow, and the School District respects each family's right to decide whether or not to authorize Internet access.

With this educational opportunity also comes responsibility. The use of inappropriate material or

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Parent iPad Agreement

Your child has been loaned an iPad to improve and personalize his/her education. It is essential that this agreement is followed to ensure the safe, efficient and ethical operation of the district's equipment. In order for your child to use the iPad at home you must be willing to accept the following terms and responsibilities:

- Read the Acceptable Use Agreement and discuss it with my child
- Supervise my child's use of the iPad at home
- Discuss the appropriate use of the Internet and supervise my child's use of the Internet
- Not attempt to repair the iPad
- Report any problems or damage to the iPad to the help desk
- Report loss/theft of iPad to the school and proper authorities within 24 hours
- Not change or attempt to change the configuration of software or hardware
- Not download or attempt to install any programs or files from the Internet or other sources
- Not remove any program or files on the iPad except for the personal documents of my child.

language, or violation of copyright laws, may result in the loss of the privilege to use this resource. Parents are legally responsible for their child's actions and must agree to allow their child to have a network account by signing the district's *Authorization* form provided by the district and return it

to the child's school. Staff and non-students who wish to access the district's electronic network shall also sign an *Authorization* form to gain access.

Expectation of Privacy

Privacy Statement

The School District respects the privacy of all website visitors and social media users to the extent permitted by law. This Online Privacy Statement is intended to inform users of the ways in which the district website collects information, uses that information, and the ways in which the district will protect information.

There are four types of information that the district website or social media pages may collect during your visit: network traffic logs, website visit logs, cookies, and information voluntarily provided by you.

Network Traffic Logs

In the course of ensuring network security and consistent service for all users, the District employs software programs to do such things as monitor network traffic, identify unauthorized access or access to nonpublic information, detect computer viruses and other software that might damage District computers or the network, and monitor and tune the performance of the District network. In the course of such monitoring, these programs may detect such information as email headers, addresses from network packets, and other information. Information from these activities is only for the purpose of maintaining the security and performance of the District's networks and computer systems. Personally identifiable information from these activities is not released to external parties without your consent unless required by law.

Website Visit Logs

District Web sites routinely collect and store information from online visitors to help manage those sites and improve service. This information includes the pages visited on the site, the date and time of the visit, the Internet address (URL or IP address) of the referring site (often called "referrers"), the domain name and IP address from which the access occurred, the version of browser used, the capabilities of the browser, and search terms used on our search engines. This site makes no attempt to identify individual visitors from this information; any personally identifiable information is not released to external parties without your consent unless required by law.

Cookies

Cookies are pieces of information stored by your web browser on behalf of a Web site and returned to the website on request. This site may use cookies for two purposes: to carry data about a current session on the site from one webpage to the next and to identify users to the site between visits. Unless otherwise notified on this site, the district will not store data, other than for these two purposes, in cookies. Cookies remain on a user's computer, and accordingly, the district will neither store cookies on district computers nor forward them to any external parties. The district does not use cookies to track movement among different websites and does not exchange cookies with other entities.

Information Voluntarily Provided by You

Any personally identifiable information shared through the website portals will be used only for the purposes indicated. Requests for information will be directed to the appropriate staff and may be recorded to help us update our site. The district will not sell, exchange, or otherwise distribute personally

identifiable information without consent, except to the extent required by law. The district does not retain the information longer than necessary for normal operations.

Each web page requesting information discloses the purpose of that information. Please contact the person listed on the specific page with questions or concerns on the use of personally identifiable information.

While no system can provide guaranteed security, the district will make reasonable efforts to keep the information provided secure, including encryption technology (if any), and physical security at the location of the server where the information is stored.

Communication Preferences

Users can stop the delivery of informational emails from the District by following the specific instructions in the email received. Depending on the respective service, users may also have the option of proactively making choices about the receipt of an email, telephone calls, and postal mail for particular District information and activities.

Links to Non-District Websites

The district does not control and is not responsible for links to external websites or resources that are provided on the district website. In particular, external sites are not bound by the district's Online Privacy Statement; they may have their own policies or none at all.

Use of Images:

- Staff will educate students about the risks associated with the taking, using, sharing, publication and distribution of images. In particular, teachers will recognize the risks attached to publishing their own images on the internet.
- Staff are permitted to take digital/video images to support educational aims but must follow school policies concerning the distribution of those images, which should only be taken on school equipment.
- When taking digital/video images to ensure that students are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Students must not take, use, share, or publish images of others without consent.
- Pictures to be published on the school's website, or elsewhere, which include pupils will be selected carefully and will comply with good practice guidance on image use.
- Pupils' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Written permission from parents or carers will be obtained before photographs of students are published on the school website.
- Student work can only be published with the permission of the student and parents or carers.

Social Media Usage

LaGrange Highlands School District 106 respects the right of employees to use social media and networking sites, message boards and forums, as well as personal websites and blogs, but it is important that employees' personal use of these sites does not damage the reputation of the district, its employees, its students or their families. Social media, audiovisual media, and networking sites may be accessed through the district's network, for the purpose of maintaining district-sponsored online communities, school marketing, and instructional purposes. Personal usage of social media sites is limited to duty-free breaks and lunch hours.

Employees should exercise care in setting appropriate boundaries between their personal and public online behavior, understanding what is private in the digital world is easily searchable, shareable, and often has the possibility of becoming public, even without their knowledge or consent. LaGrange Highlands School District 106 strongly encourages all employees to carefully review the privacy settings on any social media and networking sites they use and exercise care and good judgment when posting content and information on such sites.

When posting on message boards or forums, including social media and networking sites, user identity should be revealed. Only users authorized to represent LaGrange Highlands School District 106 should post on behalf of the district in social media. Posting about District 106 on personal time also requires users to identify as a LaGrange Highlands School District 106 employee. In personal posts, be clear that views are not a representation of the district.

When using a social media site, an employee is strongly discouraged from including current, minor students as “friends,” “followers,” or any other similar terminology used by various sites without written permission from the students’ parents. Employees are also required to follow all applicable privacy laws when referencing students or posting photos and videos of students on private or LaGrange Highlands School District 106 affiliated social media accounts. Though it may seem appropriate to celebrate or publicly recognize student successes, posting identifiable information or media is prohibited.

If an employee maintains or participates in a LaGrange Highlands School District 106 sponsored online community that extends to persons who are parents, alumni, or other constituents, s/he must exercise good judgment about any content that is shared on the site.

Additionally, employees should adhere to the following guidelines, which are consistent with District 106’s workplace standards on harassment, student relationships, conduct, professional communication, and confidentiality:

- An employee shall not make statements that would violate any of LaGrange Highlands School District 106’s policies, including its policies concerning discrimination, harassment, or obscene material;
- The employee shall uphold LaGrange Highlands School District 106’s value of respect for the individual and avoid making defamatory statements about LaGrange Highlands School District 106, schools, employees, students, or a student’s family;
- An employee will not disclose any confidential information of the District or school or confidential information obtained during the course of his/her employment, about any individuals or organizations, including students and/or their families.

Social media accounts affiliated with a school, school-sponsored group, or District department must be approved in writing by the Superintendent or his/her designee. It is also strongly recommended that social media accounts affiliated with school parent groups be clearly marked as parent-run, not district-sponsored.

If LaGrange Highlands School District 106 believes that an employee’s activity on a social networking site, blog, or personal website may violate LaGrange Highlands School District 106 policies, the district may request that the employee cease such activity. Depending on the severity of the incident, the employee may be subject to disciplinary action.

Email

Employees and students are provided with district email accounts and online tools to improve the efficiency and effectiveness of communication, both within the organization and with the broader

community. Communication should be consistent with professional practices used for all correspondence. When using online tools, members of the District 106 community will use appropriate behavior:

- a) when acting as a representative or employee of District 106.
- b) when the communication impacts or is likely to impact the classroom or working environment at District 106.
- c) when employees of District 106 use email to communicate with students they must only use district106.net email addresses and all message content must relate directly to school activities.

All communication sent by an employee using district property or regarding district business could be subjected to public access requests submitted through Freedom of Information Act (FOIA). Users need to be aware that data and other material/files maintained on the school district's systems may be subject to review, disclosure, or discovery. Use of personal email accounts and communication tools to conduct school business is strongly discouraged and may open an individual's personal account to be subject to FOIA inquiries. District 106 will cooperate fully with local, state, and federal authorities in any investigation concerning or related to any illegal activities or activities not in compliance with school district policies or government regulations.

Definitions

Includes - Means "includes without limitation" or "includes but is not limited to."

Social media - Media for social interaction, using highly accessible communication techniques through the use of web-based and mobile technologies to turn communication into interactive dialogue. This includes, but is not limited to, services such as *Facebook, Twitter, Instagram, Snapchat, and YouTube*.

Personal technology - Any device that is not owned or leased by the District or otherwise authorized for District use and: (1) transmits sounds, images, text, messages, videos, or electronic information, (2) electronically records, plays, or stores information, or (3) accesses the Internet, or private communication or information networks. This includes laptop computers (e.g., laptops, ultrabooks, and chromebooks), tablets (e.g., iPads®, Kindle®, Microsoft Surface®, and other android® platform or Windows® devices), smartphones (e.g., iPhone®, BlackBerry®, Android®, platform phones, and Windows Phone®, and other devices (e.g., iPod®).

Email - An email account provided by the district IT department.

LEGAL REF.: 105 ILCS 5/21B-75 and 5/21B-80.
Ill. Human Rights Act, 775 ILCS 5/5A-102.
Code of Ethics for Ill. Educators, 23 Ill.Admin.Code §22.20.
Garcetti v. Ceballos, 547 U.S. 410 (2006).
Pickering v. High School Dist. 205, 391 U.S. 563 (1968).
Mayer v. Monroe County Community School Corp., 474 F.3d 477 (7th Cir.2007).

CROSS REF.: 5:20 (Workplace Harassment Prohibited), 5:30 (Hiring Process and Criteria), 5:100 (Staff Development Program), 5:120 (Ethics and Conduct), 5:130 (Responsibilities Concerning Internal Information), 5:150 (Personnel Records), 5:170 (Copyright), 5:200 (Terms and Conditions of Employment and Dismissal), 6:235 (Access to Electronic Networks), 7:20 (Harassment of Students Prohibited), 7:340 (Student Records)