

POLICY: It is the policy of the employer that information, in all its forms, written, spoken, recorded electronically, or printed, will be protected from accidental or intentional unauthorized modification, destruction, or disclosure. All electronic media must be protected from misuse, unauthorized manipulation, and destruction. It is further the policy of the employer that employees may not use social media technology to engage in or post communications or material that would violate any Handbook policy, including, but not limited to, using technology to post communications or materials that are derogatory or offensive with respect to race, religion, gender, sexual orientation, national origin, disability, age, or any other legally protected class status.

General Guidelines - Electronic Media:

1. All employer-provided electronic media systems are the employer's property. Additionally, all messages and files composed, sent or received on these systems are and remain the property of the employer. They are not the private property of any employee.
2. The use of our electronic media systems is reserved solely for the conduct of business, during work hours. However, if employees wish to use these systems during lunch periods, or before and after regular working hours, they may do so but employees are specifically prohibited from using these services for any illegal, illicit, immoral or offensive purposes. A post is "offensive" if it could reasonably be construed to intentionally harm someone's reputation, contribute to a hostile work environment on the basis of a protected classification, incite violence or similar inappropriate or unlawful conduct, or disparage members of the public/customers, co-workers/associates or suppliers.
3. The electronic media systems may not be used to solicit or proselytize for commercial ventures, religious or political causes, or other non-job-related solicitations.
4. The electronic media systems are not to be used to create any "offensive" or disruptive messages or documents (see definition of "offensive", above) or used in a manner that adversely affects your job performance or is disruptive to the job performance of co-workers.
5. The electronic media systems may not be used to send (upload) or receive (download) copyrighted materials, trade secrets, proprietary financial information, employee/employee family medical information or similar materials without prior authorization. This guideline is not intended to restrict employees from discussing with others their wages or other terms and conditions of employment.

6. The employer reserves and intends to exercise the right to review, audit, intercept, access and disclose all internet activity and any messages or documents created, received or sent over the employer's electronic media systems for any purpose.
7. The confidentiality of any message cannot be assumed. Even when a message is erased, it is still possible to retrieve and read that message. Further, the use of passwords for security does not guarantee confidentiality. All passwords must be disclosed to management or they are invalid and cannot be used.
8. Employees may not modify, delete, or destroy any Employer document created by any electronic media unless specifically authorized to do so.

General Guidelines - Social Media:

1. **Only on Your Own Time.** Unless you have received advance permission from your supervisor or unless such activity is directly related to the performance of your job, you may not engage in social media activity on work time and in work areas (you may engage in social media activities during lunch break and pre/post work time.)
2. **Post as Yourself.** Make clear that you are expressing your personal views alone, not those of your employer.
3. **Be Respectful and Nice.** Do not post communications or material that is disparaging of services, or employees); obscene, profane, vulgar, bullying, threatening, or maliciously false. This guideline is not intended to prevent employees from discussing with others their wages or other terms and conditions of employment.
4. **Use Good Judgment.** Because what you say online is accessible to the public, use good judgment in your communications. The line between professional and personal relationship is blurred within a social media context. Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Both case law and public expectations hold educational employees to a higher standard of conduct than the general public.

Outside of their immediate family, school employees will refrain from "friend" relationships with currently enrolled (Altoona School District) students in any avenue of social media including, but not limited to, Facebook.

5. **Obey the Law.** Do not post any material that violates the law, such as material that is obscene, profane, defamatory, threatening, harassing, or that violates the privacy rights of someone else. The posting of such material may subject you to criminal and civil liability.
6. **Don't Expect Privacy.** Because your social media communications are publicly available, you should not expect that your communications are private in any way. Once you post something online, it is completely out of your control and generally available to anyone in the world.
7. **Ask for Guidance.** If you have any questions about what is appropriate to include in social media communications, ask your building principal or supervisor.
8. **Comply with Harassment and Other Policies.** Employees may not use social media technology to engage in or post communications or material that would violate any other Handbook policy, including, but not limited to, the Workplace Safety, Discrimination, Harassment and Retaliation policies. This guideline is not intended to prevent employees from discussing with others their wages or other terms and conditions of employment.
9. **Keep Secrets.** You must not disclose "confidential information" which does not include discussions with third parties about your wages, hours and/or conditions of employment.

Reporting Deviations from Policy: All employees are encouraged to report any discovered or suspected unauthorized or improper usage of electronic media or social media with impact on the workplace. The Employer prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy and/or for cooperating in an investigation will be subject to disciplinary action, up to and including discharge from employment.

Policy Violations: Employees who violate this policy may be subject to discipline, up to and including immediate termination of employment.

ADOPTED: 05/20/13