

CHAVEZ HUIERTA

K-12 PREPARATORY ACADEMY

Book	CHPA Administrative Procedure Manual
Section	Chapter 5 Human Resources
Title	AP 5140 Social Media Use For Employees
Number	AP 5140 Social Media Use For Employees
Status	October 10, 2017
Legal	Chávez/Huerta K-12 Preparatory Academy Charter School Contract Chávez/Huerta K-12 Preparatory Academy Board Policy
Adopted	Active
Last Reviewed	October 10, 2017

When using social media, such as Facebook, CHPA employees should always consider whether what is posted could in any way impair their professional effectiveness or reputation. Staff should not use Facebook or other social media to cultivate a non-professional relationship with students. Staff should adhere to the following guidelines when using any type of social media for educational reasons:

Guidelines and Parameters:

- Do not use your personal page to interact with students.
- Be mindful of the information you post.
- Online behavior should reflect the same standards as those used for face-to-face communications.
- Remember that deleted information may be stored and retrieved indefinitely, while information marked “private” rarely is, and may be forwarded easily, even by someone you trust.
- Ensure that content reflects and is consistent with the work you do for your school. Once you identify yourself as a CHPA employee, or former employee, you are automatically connected with colleagues nationwide, and are identified with the school.
- Represent your school professionally at all times.
- Do not assume students understand appropriate online behavior. They will need to be taught.
- Do not use email, text messaging, instant messaging, or social networking sites to discuss non-school related issues with students. Homework, class activities, athletics, extracurricular activities, parent nights, school concerts, and other school activities represent appropriate topics of discussion. Keep relationships with students professional at all times.
- Respect student and employee privacy rights and laws. Do not comment on confidential student matters on social networks.
- Do not violate co-worker’s privacy. Professionals have tough conversations face to face and in the appropriate settings. Social media sites are not the appropriate venue in which to work out issues or air grievances.
- View online content, including social media, as an extension of your physical classroom or building. If

it's not appropriate in the classroom or out in the open at school, it's not appropriate online, either.

- Please be aware of what others can post about you and tag you in (i.e., identify you by name). If you find inappropriate posts involving your name or picture, ask the person to remove the offending content or make it clear that you don't support its publication. A grievance can be filed through Human Resources if fellow employees engage in this behavior.
- Fact-check information for accuracy before posting or sending it to another person.
- Share ideas in a respectful manner.
- Communications may be considered public records and may be subject to disclosure under the Colorado Open Records Act.

Last Revised Tuesday, October 03, 2017