

**GBEF  
STAFF USE OF DIGITAL COMMUNICATIONS  
AND ELECTRONIC DEVICES**

Social media is the use of web-based and mobile technologies to communicate through interactive dialogue. Social media technologies include but are not limited, to blogs, picture-sharing, vlogs, wall-postings, e-mail, instant messaging, music-sharing, crowdsourcing, voice over IP (VoIP), Facebook, LinkedIn, My Space, Twitter, You Tube, Instagram and any successor protocol to transmit information. Mobile technologies are any devices that: transmit sounds, images, texts, messages, videos, or electronic information; electronically records, plays, or stores information; or accesses the Internet, or private communication or information networks. Current examples of technology devices include Android, iPhone, and other such mobile technologies and subsequent generations of these and related devices.

The Governing Board recognizes how web-based and mobile technologies are fundamentally changing opportunities to communicate with individuals or groups and how their use can empower the user and enhance discourse. The Board equally recognizes that the misuse of such technologies can be potentially damaging to the District, employees, students and the community. Accordingly, the Governing Board requires all employees to adhere to adopted policies and to utilize digital communications and electronic devices, in accordance with their official duties and essential job functions, and in a professional manner at all times.

The District respects its employees' rights to personal expression and views their use of social media tools and activities as personal undertakings. However it is important to be conscious of the distinction between personal and professional opinions online. Only the Governing Board or Superintendent or his/her designee is authorized to speak on behalf of the District.;

The Board establishes the following parameters:

*District employees*

- A. shall adhere to all Governing Board policies related to technologies including but not limited to the use of District technology, copyright laws, student rights, parent rights, the Family Educational Rights and Privacy Act (FERPA), staff ethics, and staff-student relations;
- B. shall not use District owned or provided technologies to endorse or promote a product, a cause or a political position or candidate;
- C. shall not use District logos or District intellectual property without the written approval of the Superintendent, or his/her designee;
- D. shall comply with all applicable records management parameters established by Arizona State Library, Archives and Public Records. Employees are

reminded that, if they choose to use a personal device or account for official business or communications the content may be considered a public record and subject to disclosure.

- E. Shall comply with the District's Technology Use and Privacy Guidelines, which are outlined in the Exhibit GBEF-E

The Superintendent shall communicate the above to all employees of the District at the beginning of each school year and to newly hired employees as part of the hiring process.

The Superintendent shall establish which technologies are approved for use by employees to communicate with parents and students. Approved technologies shall be communicated to the Board and employees prior to the start of every school year, to newly elected Board members prior to taking office, and to newly hired employees as part of the hiring process.

The Superintendent shall determine which records retention and management guidelines as established by the Arizona State Library, Archives and Public Records are applicable to this Board policy and communicate these guidelines to the Board and employees prior to the start of every school year, to newly elected Board members prior to taking office, and newly hired employees as part of the hiring process.

Violations of this policy may result in disciplinary action up to and including termination and may constitute a violation of federal or state law in which case appropriate law enforcement shall be notified. The Superintendent shall report violations of this policy to the Board as appropriate and shall make reports to the appropriate law enforcement agency when determined necessary. Nothing in this guideline or related guidelines, is intended to restrict employees from exercising their rights, including but not limited to those rights protected by the First Amendment to the US Constitution and Section 7 of the National Labor Relations Act.

Adopted:

LEGAL REF.: A.R.S. 15-341  
15-514

CROSS REF.: GBEA - Staff Ethics  
GBEB - Staff Conduct  
GBEBB - Staff Conduct With Students  
GCQF - Discipline, Suspension, and Dismissal of  
Professional Staff Members  
GDQD - Discipline, Suspension, and Dismissal of  
Support Staff Members  
IJNDB - Use of Technology Resources in Instruction  
JIC - Student Conduct