

Technology Use and Social Media Guidelines and Procedures in Support of District Policy 524

General Purpose

As an organization the Red Wing Public School District must address the use of advancing 21st-century technologies to teach, learn, and communicate. While we respect the rights of students, staff, board members, and other users to utilize the variety of technology options available, we must insist that district guidelines be followed in support of **Policy 524 (Internet Technology and Cell Phone Acceptable Use Safety Policy)**, as well as state and federal laws.

Definitions

1. **Electronic Communication Devices (ECD):** Devices that include, but are not limited to, laptops, audio players and recorders, tablets, gaming devices, and cellular/smartphones.
2. **Cameras:** Any devices capable of recording still or motion pictures, whether in a digital or other format.
3. **Interfering Device (ID):** Devices or objects which do not constitute a weapon or explosive but may, if used or engaged, interfere with the educational process for either the student or teacher possessing or using technology. These devices may include, but are not limited to, cell phone and/or wifi jammers.
4. **Audio Recorders:** Any device capable of recording sounds in any format.
5. **Social Media:** A communication tool designed as a communication and learning tool. Social media includes any form of online publication where end-users post or engage in conversation, including blogs, wikis, social networks, virtual worlds, podcasts, or any other kinds of social media both on and off the District network.
6. **Artificial Intelligence (AI) Tools:** Generative AI platforms, large language models, automated processors, and digital creation software used to generate text, images, code, audio, or other media.

Social Media and Communication Guidelines & Procedures

Social media are powerful communication tools that may have a significant impact on organizational and professional reputations. Social media tools can blur the lines between personal and professional roles of school personnel. Therefore, in both personal and professional roles, employees should follow the same behavioral standards online as they would in developing and maintaining interpersonal interactions, communications, and relationships.

Practices and Procedures for all Social Media Sites: (Do's and Don'ts)

- **Do** follow all applicable federal, state, and School Board requirements and regulations when using social media tools.
- **Do** write in the first person and make it clear that you are speaking for yourself and not on behalf of Red Wing Public Schools.
- **Do** respect fair use regulations.
- **Do** follow the user guidelines set by the social media site, including user age requirements.
- **Don't** post private, easily identifiable information, confidential, or proprietary information about Red Wing Public Schools students, employees, board members, parents, or constituents.
- **Don't** misrepresent yourself by using someone else's identity or misrepresenting your identity.
- **Don't** use copyrighted materials without the appropriate permissions.
- **Don't** use photos or movies taken at school without permission of the building administrator or communications manager unless the photos or movies are taken at a public event.
- **Don't** use Red Wing Public Schools' logo or other District images on personal social media sites or

- use the logo or image to promote a product, cause, or political party or candidate.
- **Don't** use district equipment or the district network as tools for maintaining personal accounts.

Technology Device Guidelines and Procedures

The use of School District technology is outlined within **District Policy 524**. The use of personal electronic communication devices (ECD) on District property, in District facilities during the school day, or in attendance at District-sponsored activities may be permitted, but subject to the limitations set forth in District policy and consistent with the policy governing the use of District technology.

Employee Usage

Employees may possess a cellular telephone or other personal electronic communications device (ECD) in school, on school property, and at school-related functions as long as possession of the ECD does not interfere with educational processes, compromise the safety of staff and students, or threaten the security of the school.

While employees may possess a cellular telephone or other personal electronic communications device (ECD), they must follow the guidelines outlined in the staff handbook regarding usage during their work hours.

Student Usage

Follow the District's Student & Parent Handbook and any building specific supplemental handbooks.

Artificial Intelligence (AI) Guidelines and Procedures

In alignment with Red Wing Public Schools **Policy 524.1**, the use of Generative AI tools must maintain educational integrity, data privacy, and security.

Recommended Best Practices in the Use of Social Media, AI, and Electronic Communication Devices (For District Staff and Students)

- **Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both the person posting and the District.
- **Disclaimer:** It is recommended that a disclaimer be included on your social media site which states: *"...The opinions and positions expressed on this site are my own and do not necessarily reflect my School District's positions, strategies, or opinions, nor the opinions of my colleagues, friends, and parents..."* This standard disclaimer does not exempt employees or students from their responsibilities as explained in these guidelines.
- **Media Interactions:** If asked by the media to comment on a school-related issue, refer them to the Superintendent or Communications Manager.
- **Safe, Kind and Responsible:** All communications should be safe, kind and responsible. Do not denigrate or insult others, including students, staff, administrators, board members or parents. Do not use ethnic slurs, innuendos, obscenity, hate speech or any other inappropriate content.
- **Consequences for Online Posts:** The District may take disciplinary action for inappropriate or illegal posts made that include, but are not limited to, alcohol, illegal drug use, hate crimes, racism, and sexual content or activities.
- **Building Community and Positive Trust:** Represent yourself and the District, its students, and parents in the best light. Respect the privacy and the feelings of others. Under no circumstance should offensive comments be made about students, colleagues (including administrators), or the District in general. Negative comments about people amount to cyberbullying and could be

deemed a disciplinary offense. Posts and comments should help build and support the school community. Do not comment on, nor forward, unsupported information such as rumors. You are responsible for what you post; be certain it is accurate.

- **Other Uses (Coaches, Advisors, Fundraisers, Programs):** Social media can be helpful for groups in interacting and sharing information, the creation and monitoring of these pages must be done by a district administrator to ensure compliance with **Policy 908 Social Media Policy**.

Staff-Student Relations

Electronic Communication Devices and technology present a whole new set of opportunities to interact with others. Ease of access and convenience, along with the reduced "pressure" of building interpersonal relationships, opens up for users the ability to establish relationships beyond the accepted norm. It is important to be mindful of both the opportunities and pitfalls that can come through the use of these devices.

Employees are prohibited from establishing personal relationships with students that are unprofessional and thereby inappropriate. Examples of unprofessional relationships include, but are not limited to, employees fraternizing or communicating with students as if employees and students were peers, such as:

- Writing personal letters or emails.
- Calling and Texting: Calling or texting students should be done through school communication channels.
- Social Media Interaction: Staff members should refrain from "following," "friending," requesting to follow, or initiating/accepting private contact with current district students on any personal social media platforms (including but not limited to Facebook, Instagram, Snapchat, and TikTok). All digital interactions regarding school or extra-curricular activities must occur through official, district-approved communication channels or school-sanctioned pages overseen by administration.
- Sending inappropriate pictures or content to students.
- Engaging in sexualized dialogue, whether in person, by phone, via the Internet, or in writing.

Employees who post information on social media websites that includes inappropriate personal information, such as, but not limited to, provocative photographs, sexually explicit messages, or use of alcohol, drugs, or anything students are prohibited from doing—must understand that if students, parents, or other obtain access to such information, the matter will be investigated by District officials. If warranted, such activity may lead to disciplinary action consistent with all due process procedures afforded to staff and students. Additionally, the case may be forwarded to the Minnesota Department of Education, The Department of Health and Human Services, law enforcement or other entities as required by policy or law.

Email

Email between employees and students and parents shall be done through the school-provided email application. The School, through **Policy 524**, states that all electronic or any other communications by employees to students or parents at any time, from any email system, are expected to be professional, acceptable in content to any reasonable person, and limited to information that is school-related or is acceptable to both student and parent.

LEGAL REFERENCES:

47 U.S.C. § 254 - Children's Internet Protection Act of 2000 (CIPA)

47 C.F.R. § 54.520 - FCC rules implementing CIPA
20 U.S.C. § 1232g - Family Educational Rights and Privacy Act (FERPA)
Minn. Stat. Chapter 13 - Minnesota Government Data Practices Act
Minn. Stat. § 125B.15 - Internet Access for Students
Minn. Stat. § 125B.21 - Minnesota Education Telecommunications Network

CROSS REFERENCE:

Policy 423 - Employee-Student Relationships
Policy 524 - Internet Technology, and Cell Phone Acceptable Use and Safety Policy
Policy 524.1 - Responsible and Ethical Use of Generative Artificial Intelligence
Policy 908 - Social Media Policy