

LANGUAGE ACADEMY OF SACRAMENTO

Student Policy

Student and Parent Social Media and Network Policy #8

Scope

In light of the explosive growth and popularity of social media technology in today's society, the School has developed the following policy to establish rules and guidelines regarding the appropriate use of social media and internet use by students on school owned equipment, networks, and/or social media sites. This policy applies to situations when you: (1) make a post to a social media platform that is related to the School; (2) engage in social media activities during school hours; (3) use School equipment or resources while engaging in social media activities; (4) use your School e-mail address to make a post to a social media platform; (5) post in a manner that reveals your affiliation with the school; or (6) interact with other school students or school employees on the internet and/or on social media sites.

For the purposes of this policy, the phrases

“Social media” refers to the use of a website or other electronic application to connect with other people, including; but not limited to, Facebook, Twitter, Pinterest, LinkedIn, YouTube, Instagram, and Snap Chat, as well as related web-based media, such as blogs, wikis, and any other form of user-generated media or web-based discussion forums.

“Network” refers to two or more computer systems linked to allow communication. The School’s network connects staff and students to provide data communications, such as e-mail, file sharing, and internet access.

“Internet” refers to a global computer network.

This policy is intended to supplement, not replace, the School's other policies, rules, and standards of conduct. For example, School Policies on confidentiality, use of School equipment, harassment, and bullying.

You are required to comply with all School policies whenever your social media activities may involve or implicate the School in any way, including, but not limited to, the policies contained in the Student/Parent handbook.

Standards of Conduct

Students and parents are required to comply with the following rules and guidelines when participating in the use of school owned equipment, network resources and/or social media activities that are governed by this policy:

- Do not post any information or engage in any social media activity that may violate applicable local, state, or federal laws or regulations.
- Do not engage in any discriminatory, harassing, bullying or retaliatory behavior in violation of School policy.
- Respect copyright, fair use, and financial disclosure rules and regulations.
- Identify all copyrighted or borrowed material with proper citations and/or links.

- Do not post confidential information (as defined in this Handbook) about the School, its employees, its parents or its students on school social media. Remember that most student information is protected by the Family Educational Rights and Privacy Act, including any and all information that might identify the student. Publicizing student work and accomplishments is permitted only if appropriate consents are obtained.
- Students may not engage in social media activities during school hours unless it is part of a classroom activity or assignment and authorized by a teacher or school administration.
- Do not use your School-authorized e-mail address to register on social media websites, blogs, or other online tools utilized for personal use.
- When posting about fellow students, parents, or other people who work on behalf of the School, avoid posting statements, photographs, video, or audio that could be reasonably viewed as malicious, obscene, threatening, intimidating, harassment and/or bullying.
- Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it immediately. Never post any information or rumors that you know to be false about the school employees, fellow students, parents, vendors, customers, suppliers, and people working on behalf of the School or its competitors.
- Express only your personal opinions. Never represent yourself as a spokesperson for the School (unless authorized to do so). If you publish social media content that may be related to your work or subjects associated with the School, make it clear that you are not speaking on behalf of the School and that your views do not represent those of the School employees, fellow students, parents, vendors, customers, suppliers, or other people working on behalf of the School. It is best to use a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the School."
- You may not engage in advertisement, solicitations, commercial ventures, or political lobbying.

School Administration reserves the right to monitor school related social media accounts, internet/intranet, e-mail, and networked application usage. No student or parent should have any expectation of privacy when using school owned equipment, network resources and/or participating in social media activities. School Administration reserves the right to inspect any and all files on School computers or School servers connected to School networks and to take custody and possession of those files and computers.

Creating and Using School Social Media

Students and parents are only permitted to communicate and connect with school employees regarding School-related matters on social media that has been set-up and/or operated by the School. All other communications with school employees regarding School-related matters on non-School or personal social media may result in disciplinary action, up to and including suspension.

Student and parents are strictly prohibited from creating social media pages that use the school name, logo and/or any other copyright material without prior written consent for the Language Academy of Sacramento.

The School Administration and/or designee, are responsible for approving requests for School social media, monitoring School social media for inappropriate content, and maintaining the social media

account information (including, but not limited to, username and password). School Administration has final approval over all content and reserves the right to remove inappropriate or irrelevant post/comments/messages from its social media pages or close the social media accounts, with or without notice. Any inappropriate communications shall result in disciplinary action up to and including suspension or permanent removal of access from the page.

Electronic Email

Users of school electronic mail systems should not consider electronic communication to be either private or secure; such communications are subject to review by authorized School personnel and may be subject to review by the public under the Public Records Act. Messages relating to or in support of illegal activities must be reported to appropriate authorities. Other conditions for use include, but are not limited to:

- Individuals are to identify themselves accurately and honestly in e-mail communications.
- E-mail account names and/or addresses may not be altered to impersonate another individual or to create a false identity.
- The School retains the copyright to any material deemed to be School data.

Access

Students and parents are reminded that the School's various electronic communications systems, including, but not limited to, its electronic devices, computers, telephones, email accounts, video conference, voice mail, facsimiles, internal and external networks, computers, cell phones, smart phones, iPads, tablets, and other similar devices, are the property of the School. All communications and information transmitted by, received from, or stored in these systems are considered School records and are property of the school. '

As a result, the School may monitor its student's and parent's use of these electronic communication systems, including social media activities. The School may monitor such activities randomly, periodically, and/or in situations when there is reason to believe that someone associated with the School has engaged in a violation of this, or any other, School policy. As a result, students and parents do not have a reasonable expectation of privacy in their use of or access to the School's various electronic communications systems.

Security

Security on any computer system is a high priority, especially in a system with many users. If any user identifies a security problem with School systems, he/she must notify an administrator either in person or in writing, or via the network. Users should not demonstrate the problem to other users. Any user identified as a security risk or having a history of problems with other computer systems may be denied network access. Violations include, but are not limited to:

- Illicitly gaining entry, or "hacking" into a computer system or obtaining account passwords.
- Intentionally creating or distributing a computer virus.
- Using School systems or equipment to knowingly disable or overload any computer system or network or to circumvent the security of a computer system.
- Knowingly bypassing a School "firewall" used for blocking inappropriate internet sites and for security screening.

Discipline

Students who are in violation of this Social Media Policy may result in disciplinary action, up to and including immediate suspension.

Parents who are in violation of this Social Media Policy may be prohibited from using school equipment or permanently removed from the School's social media network.

Retaliation Is Prohibited

The School prohibits retaliation against any student, school employee and/or parent for reporting a possible violation of this policy or for cooperating in an investigation of a potential violation of this policy. Any student or parent who retaliates against another student, parent and/or employee for reporting a possible violation of this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including suspension and/or criminal charges.

Questions

In the event you have any questions about a particular social media activity that may involve or implicate the School, or that may violate this policy, please contact School Administration.

Social media is in a state of constant evolution, and the School recognizes that there will likely be events or issues that are not addressed in these guidelines. Thus, each student and parent is responsible for using good judgment and seeking clarification or authorization prior to engaging in social media activities that may implicate this policy.