



Danbury Schools and Business Collaborative (DSABC)

Electronic Communication/Social Media Use Policy

June 2012

Policy Statement

At DSABC, we are aware how electronic communication and online social media platforms – such as blogs, twitter, and Facebook are shaping the way we interact. Online collaborations enable people to share knowledge and ideas. It's a way for us to take part in conversations around the work we do at DSABC. However, use of these technologies can also present dangers, particularly to youth.

Purpose

The purpose of this policy is to provide DSABC board of directors, program staff, volunteers, especially mentors and mentees ("participants"), with guidelines for the use and participation in electronic communication and social media. These guidelines have been developed to help regulate the use of electronic communication and social media by all "participants", including personal use of electronic communication and social media, when such use:

- Interferes with or disrupts the work of DSABC or the school district;
- Is used to harass mentors, mentees, volunteers or members of the Danbury Public School community;
- Breaches confidentiality obligations of Danbury Public School district and DSABC programs
- Harms the goodwill and reputation of the Danbury Public School district and DSABC in the community; or
- Violates the law, board policies and/or DSABC and other Danbury Public School district rules and regulations.

DSABC therefore adopts the following guidelines for the use of electronic communication and social media by members of the board of directors, program staff, volunteers, mentors and mentees.

Definitions

Electronic Communication includes but not limited to, telephone, cellular/smart phones, text messages, email, instant messaging.

Social Media includes, but in not limited to, social networking sites, such as Twitter, Facebook, LinkedIn, YouTube, and MySpace.

DSABC includes all names, logos, images and entities under the authority of DSABC.

Participants include members and officers of the Board of Directors, program staff (full and part time), volunteers, mentors and mentees.

Guidelines Concerning Electronic Communication

1. Telephone/cell phones: Participants are to refrain from initiating or receiving personal phone call with students/youth who are in or whom they have met through DSABC programs. Phone calls with students(as defined above) grades 9-12 are permissible for the sole purpose of communication related to confirming attendance/meeting time.

2. Text messages: Regardless of the instrument of origin or receipt, text messaging with students/youth (as defined above) grades K-8 for any reason is prohibited. Text messages with students/youth (as defined above) grades 9-12 is permissible for the sole purpose of communication related to confirming attendance/meeting time.
3. Email/instant messaging: Participants may not share any personal email address or instant message name or nickname. Participants may neither initiate nor respond to email or instant message communication from **(OVER)**
4. students/youth while using any personal connection to the internet. Email communication may occur via supervision of DSABC School Liaisons or DPS staff in circumstances of extended absences of the mentor due to illness or travel.
5. Transmission of photographs/video: Participants may neither initiate or receive electronic transmission of photographs or videos from students/youth (as defined above).

Guidelines Concerning Personal Social Media Activity

1. DSABC participants should refrain from mentioning other DSABC participants, or members of the school community (e.g. parents or others) on personal social networking sites, without such individual's express consent.
2. Participants should maintain appropriate professional boundaries with students, and colleagues. For example, it is not appropriate to "friend" a student or his/her parent or guardian or otherwise establishes special relationships with selected students through personal social media, and it is not appropriate for a participant to give students or parents access to personal postings unrelated to mentoring.
3. Unless given written consent, participants may not use the DSABC logo or trademarks in their personal posts.
4. All posts on personal social media concerning DSABC must comply with the DSABC's policies concerning confidentiality, including the confidentiality of student information. If a participant is unsure about the confidential nature of information they are considering posting, the participant should consult with the DSABC Director.
5. Participants should use appropriately respectful speech in their social media posts and are to refrain from the use of harassing, defamatory, abusive, discriminatory, threatening or other inappropriate communications.
6. A participant may not use DSABC social media communications for private financial gain, political, commercial, advertisement, and proselytizing or solicitations purpose.
7. A participant may not use DSABC sponsored social media communications in a manner that misrepresents personal views as those of DSABC, individual school or school district, or in a manner that could be construed as such.

Consequences for failing to follow guidelines

Failure to follow these Electronic Communication and Social Media guidelines may result in terminating the participant's participation in DSABC programs and activities.

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