



Acceptable Use Guidelines

for Electronic Communications in Conducting Naperville CUSD 203 Business for Employees/Volunteers

Naperville Community Unit School District 203 District employees/volunteers have been utilizing technology for many years in delivering upon our mission to educate students to be self-directed learners, collaborative workers, complex thinkers, quality producers, and community contributors. In addition to their educational pursuits, today's students, and those coming to us in future years, are and will be deeply engaged in electronic forms of communications and associated technologies for their daily interaction with friends, family, community and larger social networks.

As District employees/volunteers, many of us have also utilized many technologies such as email, websites, blogs, text messaging and use of social media websites such as Facebook, Twitter, and more, to communicate with similar groups for personal interactions. These forms of communication are dynamic, mobile, and quickly reach their targeted audience through technologies that have become an integral part of many individuals' lives.

As these technologies continue to advance at a rapid pace, they can become sources of significant benefit to our educational process when integrated into our District's scholastic delivery model. While continual evolution will undoubtedly occur in this area, it is our goal in issuing these guidelines to increase awareness and understanding of these technologies as well as ensure that their use for District business meets the public and professional standards for communicating with students that we set for ourselves here in Naperville Community Unit School District 203.

These guidelines are designed for the purpose of:

- **Clarifying acceptable ways to use electronic communication tools when communicating with students, peers, and community members for District related business.**
- **Raising awareness of the positive and negative outcomes that may result in using these tools when interacting with the targeted audience.**
- **Establishing the appropriate levels of approval for the use and integration of these technologies for educational benefits aligned with our District mission.**

This document is coupled with a visual matrix that uses color coding to help clarify our District position related to various forms of electronic communication. In the visual matrix individuals or groups are categorized into either communication originators or communication receivers (also referred to as the targeted audience) to help with the interpretation of the guidelines.

Electronic Communications Acceptable Use Guidelines

When preparing to communicate with the targeted audience electronically regardless of the medium used, the communication originators should always be mindful of the following key principals, which we refer to as the **TAPE** standards.

Is this communication **Transparent**? – All electronic communication between District employees and students to the targeted audience should be transparent, with the knowledge that the communication is not inherently private, and could be viewed by others. As a public school District, we are expected to maintain openness, visibility, and accountability with regard to all communications.

Is this communication **Accessible**? – All electronic communication between District employee and students should be considered a matter of record, part of the District archives, and/or may be accessible by others, or subject to FOIA requests, etc.

Is this communication **Professional**? – All electronic communication from District employees to the targeted audience should be written or communicated in a professional manner representing Naperville Community School District 203. This includes word choices, tone, grammar, and subject matter that model the standards, integrity, and excellence that are expected from every District employee. When communicating, be mindful to choose words that are courteous, conscientious, and generally businesslike in manner. (Reference District Policies – 5:120 Ethics, 5:130 Confidentiality, 5:20 Sexual Harassment, 6:235 Access to Electronic Networks / Acceptable Use Policy)

Is the communication **Ethical**? – All electronic communication originating from District employees to their intended audience should be free from harassing or intimidating (bullying and/or cyber bullying) content and comply with existing board of education policy: 7:180 1.c 7:20. Also reference Illinois School Code as described in PA096-0952.

Online media can be viewed as extension of our classroom and administrative environments when used for conducting District business or activities. Conduct that is deemed inappropriate within the classroom, school or any District environment should also be deemed inappropriate online or using any of these technologies for District communications.

District employees/volunteers should always consider the age appropriateness of the social media or network environments being considered for use within our educational system. Some social media environments are not recommended for students under the age of thirteen. Others require parental permission for minors under thirteen. District employees are required to always abide by the age appropriateness of the tools utilized as well as the specific approval procedures required by these guidelines.

Explanation of Terms

With the rapid development of new communication technologies, these guidelines are designed to allow flexibility for future technological advancements along with providing clear expectations for existing platforms. To that end an explanation of terms to be used within this document follows:

District Related Communications – Communications that are specifically pertinent to the ongoing operations of District 203 and the provision of educational services to the community.

District Employee – Refers to a person who is employed by the District and is being paid for the work they perform on behalf of the District.

Student (K-12) – Identified as a person who is actively enrolled as a student within the District and receiving educational services.

Individual parent/guardian – Indicates a person who is either a parent or designated guardian to any student in District 203.

District Volunteer(s) – Individuals or groups of individuals who are not District Employees but are acting on behalf of District 203 in a service capacity.

General Public – Refers to the community at large.

District Email – Enterprise email system (MS Exchange) or any email system licensed by the District and configured for each employee, student, or to whomever access to this system is granted under District operational procedures.

District Standard Applications – Applications licensed, approved, managed and sponsored by the District for communication, collaboration such as: Blackboard, 203Tube, Microsoft SharePoint, Student Information System and Lawson.

Facebook – A large and well known example of one of the many social networking sites. Each user posts a profile and “connects” with others via “friend requests”.

Non-District Email – Any other email system than the District-provided solution mentioned under District Email above, such as: Gmail, Yahoo, and MSN.

Social Media – A media that delivers content and allows readers, viewers, and listeners the ability to participate and interact with other users. Blogs, forums, wikis, video streaming sites (YouTube) and chat rooms are examples because they include an interactive component.

Social Networking – Describes online tools that connect individuals or groups of people on the Web. Users can create profiles, create and join groups, and build applications for others to use. Social networking sites include, but are not limited to Facebook (see above), MySpace, Twitter, LinkedIn and external audio / video conferencing tools such as Skype.

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Student Information System – One of the key District Standard Applications providing operational functionality required to administer day-to-day District school related operations such as enrollment, registration, grade book, attendance, discipline, parent and student portal, etc.

Text Messaging – Written electronic messages sent from one user to another user or group of users, generally by using mobile devices.

Twitter – A social networking tool using short electronic messages similar to texting to communicate information or quick updates accessible from an internet browser (PC, mobile device, etc.)

Voice Telecommunications – The use of cellular or other telephone devices to communicate verbally.

Expectations for Use of Electronic Communications

District 203 Email – Use of District email is the required method for District Employees and/or students to whom District emails have been issued to communicate directly with the targeted audience for any District related business needs. District email provides the employee member and the District with a record of the communication. For District related work and activities, only the District-provided email system (firstletterlastname@naperville203.org) should be used. District employees can use this email system to send emails to students, parents/guardians, District volunteers or the general public as needed to conduct District business. It is also expected and acceptable that individuals who have not been issued District email accounts will send email communications to a District employee’s approved District email account from their own external email systems as needed. Should the District email offering be extending to students, this will also always be an acceptable and encouraged form of electronic communication.

Voice Telecommunications – Existing District policy stipulates that student mobile phones are currently not integrated into the District’s educational processes and must be turned off during the school day. However, voice telecommunications can be an acceptable channel for communications both during and after school hours based on the guidelines outlined below. For all voice communications, proper professional ethics should always be followed.

District Employees, Parents/Guardians, District Volunteers and General Public:

The District does allow voice communications between District employees, Parents, District volunteers and the general public as a vehicle to conduct District related business.

Examples: 1) A District employee places a telephone call to a parent to respond to a concern regarding student performance; 2) A Home and School volunteer places a telephone call to a District employee to coordinate a school event; 3) A parent/guardian of a District student telephones a District employee to provide feedback on a recently issued District communication.

K-5 Levels:

The District does not allow voice communications originating with District employees or District volunteers to students at these levels, regardless of time frame. Instead, District employees and District volunteers should contact the student’s parents or guardians directly. Conversely, students at these levels should not call District employees or District volunteers directly but instead have a parent or guardian do so.

Example: 1) A teacher has a referral they would like to share with a K-5 student regarding tutoring. The teacher places a telephone call directly to the student’s parent/guardian to share this information; 2) The teacher supervises an after school activity. The ending time of the meeting the next day is being changed. The teacher calls the K-5 student’s home and leaves a message with the parents of the child; 3) A K-5 student would like information

from the school principal related to a school program. The student calls the principal directly. The principal asks to speak with the student's parents before continuing the conversation.

6-12 Levels:

The District does allow voice communications between District employees or District Volunteers and students at these levels provided this is done after school hours only and with the specific intent to conduct District related business.

Example: 1) A student calls a teacher at the school after school hours to set up an appointment to utilize classroom resources for a student team meeting. The student leaves a voicemail for the teacher, who telephones the student back at home with confirmation; 2) The coach of a high school sports team has a time change for practice. The coach calls the team captains (6-12 students) asking them to inform the team of the change; 3) A Home and School Association member calls a student who is a leader for a school-based club to organize a presentation for an upcoming activity.

District-Standard Applications – The use of these District-provided tools is strongly encouraged across all levels. Their accessibility is ubiquitous and content is highly transparent. With some of these tools, District employees, District volunteers, students and parents/guardians can utilize the same types of communication that commercial social media websites provide as access to curriculum and learning methods is available beyond the four walls of the classroom.

These tools can support effective learning by supporting online discussions, secure chat rooms, delivery of assessments, and the sharing of documents, images and other media, all in a secure, password-protected environment. Content in these District provided applications is kept secured, backed-up and directly accessible. Samples of District-Standard Applications include Microsoft SharePoint, Blackboard, Student Information System, etc. As we transition to our new 21st century student information platform, this will always be an acceptable method to communicate regarding information related to real-time grades, attendance, classroom-related comments, assignments, etc.

Examples: 1) A parent/ guardian logs onto the parent portal of the District student information system to view their student's grade performance; 2) Students log into the District learning management system to view assignments and submit homework; 3) Teachers and students use a District Microsoft SharePoint site to collaborate, post responses in a discussion forum and share documents in a project based learning atmosphere; 4) Students log onto a District library system to view articles, lectures or other learning object; 5) A student project team posts content (audio and visual) related to a key project they are working on to a District school web site or application such as 203Tube; 6) A District employee posts pertinent information to a centrally established and monitored District Facebook presence that is recognized as a District Standard application.

Social Media / Social Networking – As indicated on the attached Acceptable Use Guidelines for Electronic Communications matrix, the use of social media / social networking requires prior planning and may require approval. Generally, social media and networking should not be used for interpersonal (one to one) District related communications. The intent of social media and networking usage should

be for approved group to group or group to general public communications. The guidelines below summarize the expectations in this area.

District Employees, District Volunteers

The District does not allow the use of social media or networking sites by District employees or District Volunteers for the purpose of communicating or conducting District business on an individual basis between District employees, individual District volunteers and Parents/guardians. District employees and District Volunteers may use District email or other District Standard applications for this purpose.

It is also requested that parents/guardians avoid using these technologies for communicating District related business to individual District employees, but instead use either email to District employees, voice communications, District Standard applications, or text messaging as outlined in the matrix provided.

With District approval, social media and networking may be used by District Employees or District Volunteers to communicate with broader audiences (other than individual).

Examples: 1) Home and School volunteers create a Facebook page to promote school events hoping to increase visibility/accessibility for parents; 2) A school Art department creates a Flickr page where student works can be viewed by family and friends; 3) Sports Boosters establish a Facebook page to share information about scheduling, wins/losses and support for the team.

Not allowed: A District employee posts a request on a personal Facebook page asking parents to remember to sign their student's permission form for a class activity.

K-5 levels:

For the K-5 level, District employees may use and display social networking and media sites along with their content as part of the District curriculum delivery if the entirety of the material available and viewable on the site is age appropriate and the focus of the site is educational in nature. Sites that have a primary focus on social interaction and personal content are not allowed for this level.

Example: A teacher accesses an educational web site where the entire content of this site is age appropriate and educational based (Time for Kids). The teacher plays a video excerpt of the education content that applies to the curriculum she is delivering for the class to view directly from the selected web site.

If a K-5 District employee wishes to use content in the classroom from a social networking and media site where the entirety of the content published on the site is not age appropriate, and the focus of the web site is not only educational then that content must be extracted from the site and presented in a neutral format which does not expose the site to the audience.

Example: A teacher locates a video excerpt they would like to use as part of his curriculum delivery but it is on a web site that is not specifically focused on education, (YouTube), contains content that is not age appropriate and/or is not related to the educational process. The teacher then downloads the video excerpt and embeds the

suitable material into a Microsoft PowerPoint presentation for the class to view without exposing the class to the originating web site.

Additionally, students in the K-5 level should not be given approval by District employees to use social media or networking technologies for student generated educational content or applications. The same guideline on the use of web-accessed materials that applies to teachers also applies to the student. The material must be extracted from the original site location.

Example: A third grade student is creating a report on lizards. The student finds a video at home on lizards on a web site such as YouTube and wants to show the video to the class. The video excerpt must be extracted from the web site in order to be shown to the class without exposing the originating web site.

District Volunteers should not use social media or social networking to communicate with students at the K-5 level.

6-12 levels:

For the 6-12 level, District employees may use and display social networking and media sites along with their content as part of the District curriculum delivery as long as the content is age appropriate and educational in nature and the entire content that will be displayed and made visible to students is appropriate. (This includes any web page side banners, advertisements, etc. that would be viewable along with the intended educational content.) When a District employee, District volunteer or student group wishes to use a social networking and media site for educational/informational purposes or applications in such a way that information will be generated and posted by employees, volunteers and/or students in a public forum, then District approval is required. The use of Social Networking and media is not approved for individual communications between District employees, District volunteers and students for District related business.

Example: 1) High school college counselors set up a Twitter feed to make students aware of application deadlines and new opportunities on a more real time basis; 2) Videos from YouTube that are directly related to the educational subject matter are used from their original site in the classroom using care to ensure that inappropriate content is not visible on the page being viewed; 3) A business teacher has each student develop a LinkedIn account and begin building a professional network within their field of interest; 4) A teacher locates a video on a web site that they would like to use in teaching the lesson plan. The video appears on a site that also has advertisements that are not age-appropriate, rapidly changing and would be viewable by students. The teacher extracts the video to a neutral presentational format for use in the classroom; 5) A student newspaper group wishes to create a web presence to post their student newspaper for consumption by the general public. (This example would require District approval prior to proceeding.)

Text Messaging – Many students in our District have a cell phone today and the use of text messaging is rising sharply. This form of communication is typically between individuals and is virtually instantaneous. District 203 does not currently endorse this technology as a learning tool and requires all student cell phones be turned off during the school day. In some circumstances and at certain time frames text

messaging between District employees, District volunteers and students may be allowed such as coordinating communication around extra-curricular activities, schedule and venue changes as outlined. For all such texting scenarios, District employees and District volunteers should be aware that text messaging may easily be misinterpreted, making it essential that communications by this method should be crisp, clear and contain appropriate content.

District Employees, District Volunteers, Parent/Guardians, General Public: It is preferred that these groups use District email, Voice communications or District Standard applications to communicate District related business. However, texting is also an approved method to communicate provided that there is foreknowledge, understanding and appropriate contact information exchanged between communications originators and receivers prior to texting occurring.

Example: 1) A parent and a teacher have agreed to use texting to communicate electronically. The parent texts the teacher to request a response related to a student lab project; 2) A teacher texts her principal with updates related to a student group presentation at an upcoming assembly; 3) A member of the District administration texts a vendor requesting a delivery date on supplies; 4) A basketball coach texts the parents/guardians of her team members that the bus will be arriving at a specific time after an away game.

K-5 levels:

District employees or District Volunteers are not allowed to initiate texting or engage in a texting interchange to students at these levels. Students however, can send text messages to other students, parents or the general public provided this is done after school hours.

Example: 1) A student sends a text to her parent after school hours informing the parent that basketball practice will run ½ hour later than expected; 2) A District volunteer texts several parents of K-5 students to coordinate an event; 3) A K-5 student initiates a text conversation with a teacher regarding a homework question. The teacher responds saying he will send an email to or call the parent/guardian ending the texting interchange; 4) A K-5 student sends a personal text message (“Hi”) to a teacher. The teacher disregards the message and does not respond.

Not approved: A District employee requests a K-5 student send a text message to others on his behalf regarding District related communication.

6-12 levels:

Texting between District Employees or District Volunteers and students at these levels is acceptable provided prior approval is obtained and texting is done after school hours. Approval in this instance is considered to be local or individual approval that is obtained by the District Employee or District Volunteer from the student’s parents or guardians in advance. Situations such as coaches needing to inform team members of schedule or venue changes, club leadership disseminating information to members etc., fall under this category. However, texting between District Employees or District Volunteers and students should not be used as a routine or standard form of communications.

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Example: 1) A chess team leader who is a District employee gets parental approval when the team is formed to use texting as a communication method. The leader uses texting with team members and their parents to communicate team related information only; 2) A football coach uses texting to notify a player that they will be starting the next game due to an injury to another player.

Not approved: A teacher invites students to text questions about an assignment if they are having problems as a routine way of addressing student's questions. (Use of District Email or a Twitter feed is the preferred manner of communications for this situation.)

Non-District Email Accounts – Any individual with a District-provided email account should not use a personal email account to communicate District business. It is expected and appropriate that these individuals may receive emails to their District-provided account from any non-District originator using a non-District email account (Gmail, Yahoo, and MSN).

Example: A parent, who is also the teacher's friend, sends an email to the teacher's personal email address concerning a student related issue. The teacher responds to the email using the District provided email account.

Not allowed: A District employee working from home uses their non-District email account to send copies of meeting minutes to other District employees.

Confidentiality, Privacy, & Student Safety

Unless authorized by the District to do so, District employees, and District volunteers should not post or allow to be posted, confidential student or employee information online or in any electronic format. If you have a question about the confidential status of information, contact your building administrator.

District employees should monitor the networking tools you are providing. Managing social media sites is much like monitoring behavior in a classroom. The posting of content should be structured and monitored to ensure appropriateness of content.

District employees and District volunteers should not post or use pictures or videos of individual students without prior approval. Group photos or video that do not identify individuals are acceptable if the students photographed do not have a current denial of permission form on file with District 203.

It is recommended that District employees and District volunteers use the highest level of available privacy tools to appropriately control access on sites used professionally, for instruction, and for personal use. Keep in mind that social media sites can change their privacy policies and standards at any time, putting posts you thought were private in the public domain.

Important Reminders for District employees who use Facebook, Twitter, or other Social Media Sites for Personal Purposes

District employees who are presently, or might in the future consider using Facebook or other social media to communicate with friends, family, and their personal networks for Non-District related communications should ensure that their privacy settings are set to “Only Friends”. If the “Friends of Friends” or “Networks and Friends” settings are used, employee members open their content to a much larger group of people, including students and parents. **District employees should never “friend” students who are currently enrolled in District 203 (or under the age of 18) to your personal account(s), nor should you accept their “friend requests”.** The boundaries between the role of a public District employee and personal relationships with students should always be upheld and strongly communicated.

District employees are personally responsible for content they publish, pictures they post, or dialogue they maintain, regardless of the medium, for the life of the content. No posting by a District employee should compromise the professionalism, integrity, and ethics in their role as a Naperville Community School District 203 professional. Before posting content, employees should ask themselves: “Would I mind if that information/image appeared on the front page of the local newspaper?” If the answer is “yes” or “probably”, it should not be posted. Contrary to what many people think, email and social media and social networking sites are very public places.

Disclaimer Required for Personal Postings

Unless conducting District business and authorized by the District to do so, a District employee who identifies themselves as a District employee in content published to any website that is not a District sponsored site, should use the following disclaimer: “The postings on this site are my own and do not necessarily represent Naperville School District 203 policy, strategy, or opinion.” The disclaimer in itself does not exempt employee from personal and professional responsibility.

Respect all applicable copyright, fair use, and disclosure laws. It is expected that employees of District 203 will not make or post disparaging, discriminatory, defamatory, confidential, threatening, libelous, obscene or slanderous comments about the District, its employees, students, or parents. Do not use Naperville Community District 203 or school logos, or other District branding on personal social media sites.

Naperville District 203 Acceptable Use Guidelines for Electronic Communications In Conducting District Business

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Communication Receiver

Communication Initiator

	<i>District Employees</i>	<i>Student (K-5)</i>	<i>Student (6-12)</i>	<i>Individual Parent/Guardian</i>	<i>District Volunteers (Group)</i>	<i>General Public</i>
<i>District Employees</i>	District Email	District Email	District Email	District Email	District Email	District Email
	Voice Telecommunications	Voice Telecommunications	Voice Telecommunications (1)	Voice Telecommunications	Voice Telecommunications	Voice Telecommunications
	District Standard Applications	District Standard Applications	District Standard Applications	District Standard Applications	District Standard Applications	District Standard Applications
	Social Media / Networking	Social Media / Networking	Social Media / Networking	Social Media / Networking	Social Media / Networking	Social Media / Networking
	Text Messaging	Text Messaging	Text Messaging (1)	Text Messaging	Text Messaging	Text Messaging
	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)
<i>Student (K-5)</i>	Voice Telecommunications	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)
	District Standard Applications	District Standard Applications	District Standard Applications		District Standard Applications	District Standard Applications
	Social Media / Networking	Social Media / Networking	Social Media / Networking		Social Media / Networking	Social Media / Networking
	Text Messaging	Text Messaging (1)	Text Messaging (1)	Text Messaging (1)	Text Messaging (1)	Text Messaging (1)
	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)		Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)
<i>Student (6-12)</i>	District Email	District Email	District Email	District Email	District Email	District Email
	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)	Voice Telecommunications (1)
	District Standard Applications	District Standard Applications	District Standard Applications		District Standard Applications	District Standard Applications
	Social Media / Networking	Social Media / Networking	Social Media / Networking		Social Media / Networking	Social Media / Networking
	Text Messaging (1)	Text Messaging (1)	Text Messaging (1)		Text Messaging (1)	Text Messaging (1)
	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)		Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)
<i>Individual Parent/Guardian</i>	Voice Telecommunications					
	District Standard Applications					
	Social Media / Networking					
	Text Messaging					
	Non-District Email (gmail, etc.)					
<i>District Volunteer Group</i>	Voice Telecommunications	Voice Telecommunications	Voice Telecommunications (1)	Voice Telecommunications	Voice Telecommunications	Voice Telecommunications
	District Standard Applications	District Standard Applications	District Standard Applications	District Standard Applications	District Standard Applications	District Standard Applications
	Social Media / Networking	Social Media / Networking	Social Media / Networking	Social Media / Networking	Social Media / Networking	Social Media / Networking
	Text Messaging	Text Messaging	Text Messaging (1)	Text Messaging	Text Messaging	Text Messaging
	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)	Non-District Email (gmail, etc.)

Color Key

- Approved communications method
 - Acceptable communication method with prior approval
 - Not Approved/Discouraged and/or not deemed an effective communication method
 - Refer to Administrative guidelines for additional explanation and examples
 - Communication between parties cannot be regulated by the District
 - Communication method not available between parties
- 1 Communications allowed during non-school hours only