Acceptable Use Guidelines for Electronic Communications
for School District Business for Employees and School Representatives

Outlined below are the acceptable use guidelines for electronic communications for school district business for employees and representatives/volunteers to students, to school communities and to the community at-large pursuant to Board of Education Policy 5:125 Personal Technology and Social Media; Usage and Conduct.

The expectations outlined in this document are designed to:
1. Protect the students, staff, and the District;
2. Raise awareness of acceptable ways to use electronic communication tools when communicating with students, parents, and community; and
3. Raise awareness of the outcomes that may result from using these tools with students, parents, and community.

Communication channels include:
- Employee/representative to student
- Employee/representative to school community
- Employee/representative to community at-large

Approved Employee/Representative to Student Communication Protocol
In an effort to be as transparent as possible when employees or school representatives communicate with students, all District employees will use only District email or District approved communications systems to communicate with students electronically. Employees will adhere to all District policies and guidelines related to ethics and conduct, electronic communications and appropriate use of network systems.

District approved communications platforms for staff and student include:
- District email
- Canvas Messaging
- District licensed platform for secondary students - Remind

District employees will not message or directly contact students through any other platform than those outlined above. District employees should never use personal accounts (non-District email, chatting, text messaging or phone numbers) to communicate with students. If a District employee violates these guidelines, disciplinary action may be taken. These guidelines are meant to protect both students and employees.

District volunteers or volunteer groups should not communicate directly with an individual or small group of students. The exception to this rule will be in rare cases where a volunteer is working directly with students for academic purposes; for example, an INCubator mentor working with a student team. In those cases, District email should be the preferred form of communication.

District employees will be trained on setting up Remind accounts and how to effectively implement communication at the secondary level via a training manual.

Approved Employee/Representative to School Community Communication Protocol
When communicating with the wider school community, please consider the following channels and protocols.

Permission for using Student Images, Work Product and/or Name
- The Permission Form, signed annually, gives parents/guardians the ability to globally opt out of use of their child's photo, work and/or name in Naperville 203 publications (including web pages, communications to parents, video, school TV monitors, etc.) and external media (including newspapers, social media and television).
- Permission status is visible for each student in Infinite Campus. Other types of denials (such as for school directories) must be verified with your school secretary.
- Separate permission forms are used when outside agencies publish our students' images. These forms are often supplied by the agency, as well as by the Naperville 203 Communications Office. No contractual agreement or permissions may be granted without District approval.
- Separate permission needed when teachers use student images for presenting at conferences.

Media Requests
Any time there is contact with a member of the media, the school principal, department director or Cabinet-level supervisor should be made aware of the media request. The Communications Department must be notified of all media contact prior to any request being granted.

If media is requesting access to classrooms, or any school event that is not a public event, all students' permission status must be checked to ensure those with denials are given an alternate activity and not featured.

Talk203
Talk203 is Naperville 203's phone, text message and email notification system. It is used two ways: for emergency communication (email, text message and phone alerts sent simultaneously) and as a weekly or as needed school and District newsletter.
- All families are automatically "signed up" for Talk203, since the data is tied to our Student Information System.
- District staff are also added to this system to receive emergency alerts (weather related closings, incidents, etc.). This information is added by HR into Skyward. District staff are responsible for ensuring their information is correct in the system.

District Websites and Applications
- Specific student and class information that is "inward facing" posted on internal web pages and portals including *Inside203*, Canvas and others for educational purposes. More general information that is "outward/public facing" should go on the school website.
- Please see your school's webmaster as a first point of contact for specific information regarding website posting permissions and content. Only staff may update the website – school volunteers must submit info to authorized school website administrators.

Email
- To protect the privacy of email addresses when sending messages to a group of people who are not Naperville 203 staff members, insert recipient email addresses in the "BCC" field and your own in the "To" field. This will keep BCC email addresses private.
- The Freedom of Information Act (FOIA) mandates any communication (written, email, voice mail, or any other information saved electronically) requested by any outside source.
- Please be aware that electronic communication should not violate a student's right to privacy. For more information, please see: http://www.naperville203.org/domain/86

Approved Employee/Representative to Greater Community Communication Protocol
The below serves as a guide for Naperville 203 employees and representatives who wish to use social media as a communication tool for school district purposes, and for best practices for communicating with students and other District audiences via social media. Employees are encouraged to participate responsibly in social networking sites, but consider the very public forum you are participating in and act in a way that properly represents both your professional reputation, as well as the Districts.

School District Purposes
School district purposes include sharing information and images regarding student achievement, athletics and/or activities, school/District events, and other pertinent information. All District employees and representatives must maintain clear boundaries between personal and professional social media accounts and should communicate with students only through District-related social media accounts. Personal accounts should never be used.

District Policies
All communication must be in accordance with District Policies as well as any policies from the social media platform:
- Acceptable Use of Computers and Electronic Networks– District Policy 6:235: School district (email, cell phone, and social media) accounts for educational objectives or legitimate business use only.
- Cyber-Bullying – part of District Policy 7:180
For questions regarding appropriate use, contact your building administrator or the Executive Director of Communications.

Approved Social Media Tools

This list applies to all students using social media tools. Students under 13 years old are not permitted to use the social media tools listed.

- Facebook – Not recommended for student communication – good for Home & School and other volunteer, school groups.
- Instagram – Visual tool that is widely used by most District audiences, especially students, and is great for sharing photos, graphics and short video clips.
- Twitter – Quick, efficient and widely-used tool used by most District audiences, especially students, to share information, photos, graphics, videos.
- Snapchat – Visual tool to share quick "snaps" consisting of images that can be altered in a variety of ways. This tool is approved to be used by activities, athletics and school sponsored events only – permission to use is required by the building administrator.

Social Media Representation
1. Employees or volunteer groups wishing to create and/or operate social media representing Naperville 203 must inform school/building administration.
2. If using/creating a social media account that will have a student managing/posting content (recommended in limited circumstances), at least one account manager must be an adult and an employee of Naperville 203.
3. An employee or volunteer group social media account created using a Naperville 203 email account and clearly state one's affiliation with and role at the school district on the account profile.
4. Do not claim to represent a District official unless authorized. For example, @TheReal203Superintendent on Twitter is not allowed.
5. Do not blend personal and professional accounts. Do not use official District or school logos on personal accounts. Do not communicate with students via a personal social media account unless you have a legitimate, independent relationship with the student (familial).
6. Users must comply with all legal requirements, including student privacy laws. Do not disclose student record information, including student work or images on personal social media accounts.

District Social Media Account Site Manager/User Responsibilities
1. Do not use the site/account to promote or endorse any product, service, cause or political party or candidate.
2. Do not post any unauthorized commercial solicitations (SPAM); bully, intimidate, or harass any user; post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence; or do anything unlawful, misleading, malicious, or discriminatory on the site.
3. The site manager maintains the right to block individuals or remove their comments on sites that contain commercial solicitations, are factually erroneous or libelous, or are clearly off topic.

4. Site manager must ensure that all copyright guidelines followed and all applicable permissions obtained before any posting, including but not limited to that of student information, images or works.

5. Site managers will report comments that are defamatory in nature or perpetuate harmful, unsubstantiated, or slanderous information to District administration immediately. Information should not be removed before it has been documented. A screenshot of the post or printout are recommended methods of documentation unless it is pornographic in nature.

6. The Communications Department is responsible for developing the District response in a crisis. This response shares information about and answers questions related to the crisis and only at the directive of the Executive Director of Communications or school/building administration.

7. If a site is open to public/student commentary, the site managers should monitor the site throughout the day and on weekends to remove unwanted comments and quickly address issues or questions that may arise.

8. All individuals should contact school/building administrators and/or law enforcement personnel immediately if a post is threatening in nature.

Site Security

In an effort to maintain site security, log-in information, usernames, passwords and names of sites must be shared with school administration. This helps with continuity of operations should the site manager change. For closed/membership only sites/groups, site manager must verify eligibility of requests to join prior to granting approval. Confidential or proprietary information about Naperville 203, its students, or employees may not be posted. If content is in question, contact school or District administration for clarification. As outlined in the 'permission for using student images, work product and/or name' section, do not post without verifying Permission/Media Denial status.

Addressing Disruptive Content

Social media should not become a forum for a freedom of speech debate. For sites with a limited purpose, remove posts that are clearly unrelated to the subject of the page. For negative or inaccurate comments that do not merit removal, respond in the following manner: politely ask the individual(s) engaged in the conversation to discontinue the exchange or to continue it on another forum; correct misinformation; if fact checking or a District response is required, contact school administration and/or the Executive Director of Communications.