

Parent Social Media & Technology Policy

Introduction: Social media are powerful communication tools that can impact The Jointure & Creative Campus professional reputation. Social media can blur the line between personal and institutional opinions. The following policy is designed to clarify how best to protect personal and professional reputations when participating in social media. The goal is to establish practical and enforceable guidelines by which we can conduct ourselves in a constructive, positive and official capacity.

Social media are defined as media designed to be circulated through social interaction, using accessible online forums. Examples include but are not limited to Facebook, Instagram, LinkedIn, YouTube, and SnapChat.

Both in professional and institutional roles, employees need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with families, co-workers and the community apply online as they do on the job. Employees are liable for anything they post to social media sites.

Policies and Guiding Principles: Only those officially designated can use social media to speak on behalf of The Jointure in an official capacity, though employees may use social media to speak for themselves individually or to exercise their legal rights under the National Labor Relations Act.

When engaging in social media activity:

- **Protect confidential and proprietary information:** Do not post confidential or proprietary information about The Jointure or Creative Campus, students, families or your co-workers. Examples include but are not limited to pictures or videos of students, negative comments about co-workers, and personal information about families. You must adhere to all applicable privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary actions or termination.
- **Exercise personal responsibility:** The Jointure trusts and expects employees to exercise personal responsibility when using social media, which includes not violating the trust of those with whom they are engaging. Employees should never use social media for covert advocacy and marketing when acting in a professional capacity. If and when employees use social media to communicate on behalf of The Jointure, they should clearly identify themselves as employees.
- **Respect the Jointure time and property:** Jointure computers and time on the job are reserved for center related business as approved by supervisors and in accordance with teacher/staff job descriptions. Abuse and misconduct associated with use of center computers and time will be done at the risk of disciplinary action.
- **Don't use The Jointure logos for endorsements:** Do not use The Jointure or Creative Campus logo or any other center images or iconography on personal social media sites. Do not use The Jointure's or Creative Campus name to promote a product, cause, or political party or candidate.

- Respect copyright and fair use: When posting, be mindful of the copyright and intellectual property rights of others and of The Jointure and Creative Campus.

Acknowledgment:

I acknowledge that as a parent/guardian of a child in a Jointure Program my actions may positively or negatively impact The Jointure, thus I hereby agree to be bound by the general Jointure policies as well as those governing online communications while my child is enrolled in a Jointure Program.

I will not send, share, text, or post e-mail, blogs, images, videos or content to a member of The Jointure community.

I agree:

NOT to accept Jointure staff as "Friends" so they have unlimited access to my site.

NOT to upload any inappropriate material (videos, photos, music, etc.) that could damage the reputation of The Jointure or program participants.

NOT to upload any material (videos, photos, music, etc.) of "Program Participants," Parents or the program or any materials at Jointure events and programs.

I understand:

- The Jointure's policy of social networking sites and other websites.
- The use of e-mail, text messages, and other electronic means of communication with Jointure staff should be professional and only for program or child related questions or information.
- All communications should be made through Jointure approved phone numbers and e-mails.
- The guidelines for parents, including but not limited to, prohibiting the posting of photographs or videos of any child other than my own.