

CRISTO REY KANSAS CITY

Social Media Policy (SMP)

FOR STUDENTS

I. PURPOSE

As a national leader in using technology as an accelerator of learning, **Cristo Rey Kansas City High School (CRKC/School)** recognizes the value of student and teacher inquiry, investigation, and innovation using new technology tools to enhance the learning experience. The School also recognizes its obligation to teach and ensure responsible, safe and legal use of these technologies.

This policy addresses students' use of publicly available social media networks including: personal Web sites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media. The School takes no position on students' decision to participate in the use of social media networks for personal use on personal time. However, use of these media for personal use during School time or on School equipment is prohibited. In addition, students must **not** post any information or engage in communications that violate state or federal laws or CRKC policies. Photos or images of any/all agents of CRKC may **not** be taken or posted on any social media site by any student or staff without administrative approval.

II. GENERAL STATEMENT OF POLICY

The School recognizes the importance of online social media networks as a communication and e-learning tool. Toward that end, the School provides password-protected social media tools and School-approved technologies for e-learning and encourages use of School tools for collaboration by employees and students. However, public social media networks, outside of those sponsored by the School, may not be used for classroom instruction or school-sponsored activities without the prior authorization of the President, or designee, and parental consent for student participation on social networks. The School may use these tools and other communication technologies in fulfilling its responsibility for effectively communicating with the general public.

However, students must **not** post any information or engage in communications that violate state or federal laws or CRKC disciplinary policies.

The line between professional and personal relationships is blurred within a social media context. Therefore, teachers and other employees may not engage with CRKC students and families in a social media context that exists outside those approved by the School. They are advised to maintain their professionalism and have responsibility for addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting. Employee "friending" or "endorsing" of CRKC students is prohibited while students are attending CRKC.

III. DEFINITIONS

- A. **Public social media networks** are defined to include: Web sites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally available to the public or consumers and which do not fall within the School's electronic technologies network (e.g., Facebook, Twitter, LinkedIn, Flickr, YouTube, blog sites, etc.).
- B. **School approved password-protected social media tools** are those that fall within the School's electronic technologies network or which the School has approved for educational use. The School has greater authority and responsibility to protect minors from inappropriate content and can limit public access within this limited public forum.

IV. REQUIREMENTS

All students are expected to serve as positive ambassadors for our schools and to remember they are role models to other students in this community. Because readers of social media networks may view the student as a representative of the school, the School requires students to observe the following rules when referring to CRKC, students, programs, activities, employees, volunteers and communities on any social media networks:

- A. A student's use of any social media network and a student's postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable School policies.

Students must be respectful and professional in all communications (by word, image or other means). Students shall **not** use obscene, profane, insulting or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or bullying.

Students may **not** use their School e-mail address for communications on public social media networks that have not been approved by the School.

Students must make clear that any views expressed are the student's alone and do **not** reflect the views of CRKC. Students may **not** act as a spokesperson for the School or post comments as a representative of the School, except as authorized by the President or the President's designee.

When authorized as a spokesperson for the School, students must disclose their relationship to the School.

Students may **not** disclose information on any social media network that is confidential or proprietary to the School, its students, employees, corporate work partners, or that is protected by data privacy laws.

Students may **not** use or post the CRKC logo on any social media network without permission from the President, or designee.

1. Students may **not** post images on any social media network of staff or other students and/or employees without their consent.
 2. Employees may **not** post images of students on any social media network without written parental consent, except for images of students taken in the public arena, such as at sporting events or fine arts public performances.
 3. Students may **not** post any nonpublic images of CRKC premises and property, including floor plans and photos.
- B. The School recognizes that student groups or members of the public may create social media representing students or groups within the School. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the School. Employees have responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online.
- C. Students who participate in social media networks may decide to include information about their Corporate Work Study Program (**CWSP**) work assignment as part of their personal profile, as it would relate to a typical social conversation. This may include:
1. CWSP placement, job title, and job duties.
 2. Status updates regarding a student’s own job promotion.
 3. Personal participation in School-sponsored events, including volunteer activities.
- D. A student who is responsible for a social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including expulsion. Students will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party.
- E. Anything posted on a student’s Web site, or Web log, or other Internet content for which the student is responsible will be subject to all CRKC policies, rules, regulations, and guidelines. CRKC is free to view and monitor a Web site or Web log at any time without consent or previous approval. Where applicable, students may be asked to disclose to the School the existence of and to provide the School with access to a student’s Web site or Web log or other personal social media network as part of an employment placement assignment, award, promotion, or disciplinary process.

V. CONSEQUENCES

Consequences for Social Media Policy violations can range from referral to Dean of Student Life and parent meeting, to out-of-school suspension.

FOR STUDENTS

These are the guidelines for the social media policy in **Cristo Rey Kansas City High School (CRKC/School)**. If you're a student contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off the School network—these guidelines are for you. We

expect all who participate in social media to understand and follow these guidelines. Failure to do so could put you at risk. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back once in a while to make sure you're up to date.

It's your responsibility. What you write is ultimately your responsibility. If it seems inappropriate, use caution. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take time to review these guidelines and try to figure out what's bothering you and fix it. If you're still unsure, you might want to discuss it with your teacher. Ultimately, what you publish is your responsibility. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Trademark, copyright, and fair use requirements must be respected.

Ensure the safety of students. When employees, especially coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the School and have responsibility for monitoring content and addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors or students of CRKC online. Employees shall annually disclose to their supervisor the existence and participation in such networks.

Be transparent. Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are posting about your CWSP work assignment, use your real name and identify your **CWSP placement relationship** in your posting. Be clear about your role; if you have a vested interest in something you are discussing, be the first to point it out. If you publish to a site outside the School's network, please use a disclaimer to state in clear terms that the views expressed are the student's alone and that they do not reflect the views of the Cristo Rey Kansas City or that of the CWSP job site or corporate partner.

Protect confidential information. Be thoughtful about what you publish. You must make sure you do not disclose or use confidential information. Students, parents, and colleagues should not be cited or obviously referenced without their approval. For example, ask permission before posting someone's picture in a social network (student photos require parental consent) or publishing a conversation that was meant to be private.

It is acceptable to discuss general details about projects, lessons, or events and to use nonidentifying pseudonyms for an individual (e.g., a student) so long as the information provided does not make it easy for someone to identify the individual or violate any privacy laws. Furthermore, public social networking sites are not the place to conduct school business with students, parents or teachers.

Respect your audience and your school members. Always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others, including other schools or competitors. Remember that our communities reflect a diverse set of customs, values and points of view. Be respectful. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.

Perception can be reality. In online networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a student of CRKC, you are creating perceptions about your expertise and about the School by community members, parents, students, and the general

public; and you are creating perceptions about yourself with your colleagues and managers. If you chose to join or engage with School students and families in a social media context, do so in a professional manner, ever mindful that in the minds of students, families, colleagues and the public, you are a student of CRKC. Be sure that all content associated with you is consistent with your academic work, work assignment, and with CRKC's beliefs and professional standards.

Are you adding value? There are millions of words out there. The best way to get yours read is to write things that people will value. Communication associated with our School should help fellow educators, parents, students, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, do their jobs, solve problems, or understand education better—then it's adding value.

Keep your cool. One of the aims of social media is to create dialogue, and people will not always agree on an issue. When confronted with a difference of opinion, stay cool. If you make an error, be up front about your mistake and correct it quickly. Express your points in a clear, logical way. Don't pick fights, and correct mistakes when needed. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.

Be careful with personal information. Make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media site(s). Astute criminals can piece together information you provide on different sites and then use it to impersonate you or someone you know, or even re-set your passwords.

Be a positive role model. The line between professional and personal relationships is blurred within a social media context. Educational employees and students have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Both case law and public expectations hold educational employees to a higher standard of conduct than the general public.

Don't forget your day job. You should make sure that your online activities do not interfere with your academics or work. Remember that School technologies are provided for **educational use**. Use of social media for personal use during School time or on School equipment is prohibited.

Citing Sources: The published policies and guidelines of Minnetonka Public Schools, IBM, Intel and Kodak, provided the foundation for Cristo Rey Kansas City Employee and Student Guidelines for social media.

<https://www.minnetonka.k12.mn.us/policies/470.pdf>

http://www.kodak.com/US/images/en/corp/aboutKodak/onlineToday/Social_Media_9_8.pdf

http://www.intel.com/sites/sitewide/en_us/social-media.htm <http://www.ibm.com/blogs/zz/en/guidelines.html>

Cyber Law: Maximizing Safety and Minimizing Risk in Classrooms; A. Bissonette, J.D. Corwin Press, 2009.



CRISTO REY KANSAS CITY

A SISTERS OF CHARITY OF LEAVENWORTH HIGH SCHOOL

211 W. Linwood Blvd.

www.cristreykc.org

816-457-6044

Social Media Policy: Intelligent Use of Social Media (IUP)

Acknowledgment and Consent Form

Students

I have received and understand the Social Media Policy: Intelligent Use of Social Media (IUP) and will comply with the policy. Someone from Cristo Rey Kansas City (CRKC) has also reviewed this Policy and the Administrative Guideline with me, and, my parents have reviewed them with me. If I have further questions I will ask CRKC administrators and/or teachers.

Additionally, I understand that if I violate the Social Media Policy I am subject to the School's consequences for inappropriate, unauthorized, and illegal use provided in the Social Media Policy, and could be subject to additional consequences including local, state and federal laws, whether civil or criminal.

Signature of Student

Name of Student

Date of Signature

Parent(s)

As the parent of a student receiving Cristo Rey Kansas City services, I have received, read, and understand the Social Media Policy. In addition, I reviewed the Policy with my child and answered questions he or she asked. I agree to have my child abide by the requirements of the Policy, and I understand that if my child violates this Policy (s)he is subject to the School's consequences as well as local, state, and federal laws, whether civil or criminal.

Name of Parent(s)/Guardian(s)

Signature of Parent(s)/Guardian(s)

Date of Signature