



Title: **Staff Online Activities**
Code: IIBGC
Section: I - Instructional Program

IIBGC - Staff Online Activities

Communication between home and school remains a core value and a priority in the Lawrence Public Schools. ~~Employees are encouraged to use district electronic mail and other district technology resources to promote student learning and communication with parents of students and education-related entities. If those resources are used, they shall be used for purposes directly related to work-related activities.~~

Communication with parents and students, including via the use of technology, shall be delivered in accordance with the best professional practice, with the law, and shall be developmentally appropriate, considering the understanding, age, and maturity of students.

~~Technology-based materials, activities, and communication tools shall be appropriate for and within the range of the knowledge, understanding, age, and maturity of students with whom they are used.~~

District employees, ~~including, but not limited to, classroom teachers and extracurricular activity coaches and sponsors,~~ may utilize ~~set up~~ blogs and other social networking social media accounts using district technological resources and following district policy and procedures guidelines to promote and enhance communications with students, parents, and the community concerning school-related programs and activities and for the purpose of supplementing classroom instruction. ~~Social networking sites and other online communication options offering instructional benefits may be used for the purpose of supplementing classroom instruction and to promote communications with students and parents concerning school-related activities.~~

Use of Social Media for District Purposes

District employees may use social media as appropriate for instructional, administrative or other school work-related communication purposes.

When and if district employees use social media to communicate online, they shall:

- Represent themselves and the district in a professional manner; educators shall follow professional expectations for appropriate interactions and conduct as is expected in a school setting;
- Communicate information via **one-way communication format only**; explicitly take required steps to prevent two-way communication, i.e. comments shall *not* be enabled.
- Regularly monitor and manage the page or account site to promote safe and acceptable use and compliance with district policies, administrative guidelines, directives, and applicable law; and
- Ensure confidentiality concerning release of personally identifiable student information under state and federal law; and
- Follow specific responsibilities required for maintaining an approved online

social media platform(s) as set forth in district policies and procedures.

~~In order for district employees and activity sponsors to utilize a social networking site for instructional, administrative, or other work-related communication purposes, they shall comply with the following:~~

- ~~1. They shall request prior permission from the superintendent or the superintendent's designee.~~
- ~~2. If permission is granted, staff members will set up the site following any district guidelines developed by the superintendent and approved by the board. If the expenditure of district funds is required to complete the set-up or maintenance of the site, the requesting staff member shall present an itemized summary of such costs to the superintendent. Approval by the superintendent or superintendent's designee shall be required prior to the expenditure of district funds for such purpose.~~
- ~~3. Guidelines shall specify whether access to the site must be given to school/district administrators and technology staff.~~
- ~~4. If written parental consent is not otherwise granted through acceptable use policy forms provided by the district, staff shall notify parents of the site and obtain written permission for students to become friends of the site prior to the students being granted access. This permission shall be kept on file at the school as determined by the principal.~~
- ~~5. Once the site has been created, the sponsoring staff member is responsible for the following:~~
 - ~~• monitoring and managing the site to promote safe and acceptable use and compliance with district policies; and~~
 - ~~• observing confidentiality restrictions concerning release of personally identifiable student information under state and federal law.~~

~~Staff members are discouraged from creating personal social networking accounts to which they invite current or future students to be friends. Employees taking such action do so at their own risk.~~

Prohibitions Regarding Social Media Platforms

No employee of the district shall privately or directly communicate with any student through a social media platform, except as expressly permitted under this policy. This prohibition applies regardless of whether communication occurs during or outside the school day.

No employee shall require a student to use a social media platform for any assignment or extracurricular activity.

The provisions of this policy do not apply to any virtual school, as defined by Kansas law.

Uses of Social Media Platforms for Official School Purposes

The board may approve specific social media and communications platforms for employee use for official school purposes, and employees are expected to utilize only board approved communications and social media platforms in the performance of any district related work responsibilities, including communication and the posting of information on behalf of district programs, clubs, and activities.

Board-approved social media platforms may be used by employees only for the following purposes:

- sharing general information related to school programs, activities, or events and
- posting or broadcasting one-way, public communications; and

Employees shall not use social media platforms for any form of two-way interaction with students, including but not limited to:

- private or direct messaging;
- comment-based conversations; or
- other two-way exchange of individualized messages with a student.

Other Online Platforms

Employees shall hold themselves to the highest professional standard in all

communications with students, staff, and parents. Employees may communicate with students through platforms that are not classified as social media platforms, provided such use complies with board policy and applicable law. These platforms may include:

- district email accounts;
- district learning management systems;
- board approved messaging, notification, or collaboration platforms;

Training Notice and Compliance

The superintendent or designee shall provide notice to employees regarding acceptable social media platform communication practices as necessary for implementation of new requirements, and then periodically thereafter.

Disciplinary Actions

District staff shall observe professional standards at all times in their communication and interactions, in the school setting as well as in online activity. As such, they shall endeavor to protect the health, safety, and emotional well-being of students and confidentiality of student record information.

All employees shall be subject to disciplinary action if their conduct relating to use of technology, social media, or online resources violates ~~this policy or other applicable~~ board policy, administrative regulations and/or procedures, or supervisory directives; Kansas law regarding social media platform school employees; statutory, or regulatory provisions governing employee conduct or the protection of student record information; or if it impairs the staff member's job performance or effectiveness in the work setting.

Conduct in violation of this policy, including, but not limited to, ~~acts conduct~~ relating to the use of technology, any social media platform networking, or online resources, may form the basis for disciplinary action up to and including termination from employment.

Approved: December 9, 2013

Adopted: **December 09, 2013**

Revised: August 6, 2026

Reviewed by Board Policy Committee:

Amended:

Cross References: GAF, GBU, IIBG, and KGA
