



SECTION IV: STUDENTS

POLICY 4110

ELECTRONIC COMMUNICATION & SOCIAL MEDIA

Purpose

Broken Arrow Public Schools recognizes the importance of electronic tools and social networks as communication and e-learning tools. When used appropriately, these tools can significantly enhance Broken Arrow Public Schools teaching and program effectiveness. The purpose of this policy is to provide guidance and expectations for all Broken Arrow Public Schools students, staff and patrons regarding the creation and use of emerging electronic tools used to facilitate collaboration and communication for both professional and personal use. These tools include, but are not limited to, websites, text messages, instant messages, blogs, online bulletin boards, video and photo sharing sites, wikis, social networks, and virtual worlds.

Permissions

Employees of Broken Arrow Public Schools are responsible for the material they publish online as well as the messages sent via computers and wireless telecommunication devices. Any conduct that negatively reflects upon the District or consists of inappropriate behavior on the part of an employee may expose that employee to disciplinary action up to and including discharge. Inappropriate behavior is defined as any activity that harms students, compromises an employee's objectivity, undermines an employee's authority or ability to maintain control of students, or is illegal.

The Technology Department shall approve the technologies suitable for use by Broken Arrow Public Schools and its programs. Prior to utilizing social network technologies for professional use, employees must complete the *Acceptable Use Policy for Social Networking Sites* form, which is available through the Technology Department.

The Broken Arrow Public Schools Communications Division is responsible for creating the District's "official" online presence. Any employee who wishes to create an "official" online presence representing a group associated with Broken Arrow Public Schools must first obtain approval from their site/department administrator, if applicable, as well as the Public Information Officer. The employee is also responsible for making annual notification of the continued use of the communication tool to the persons named above. Published material should express individual opinions or factual information and should not take "official" positions for Broken Arrow Public Schools. Sites that accept comments or postings by anyone other than the site administrator must be frequently monitored to ensure that the content displayed fits within the guidelines established by this policy.

Students are prohibited from creating an "official" online presence for a school-sponsored group, but may work with an employee, who is also their group sponsor, in maintaining such communication tools. The employee is responsible for all content published online and should frequently monitor the information exchanged.

Copyright and fair use laws must be respected at all times. Trademarks such as logos, slogans, and digital content such as art, music, or photographs, may require permission from the copyright owner. It is the responsibility of the employee, student, or patron to seek the permission for any



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such trademarked content. The Public Information Officer must approve any and all uses of the Broken Arrow Public Schools name and/or logos.

Expectations of Students

As a public institution of high school education, Broken Arrow Public Schools support and encourage students' rights to freedom of speech, expression and association, including the use of electronic tools and social networks. Students are responsible for complying with the District's Student Code of Conduct at all times, which includes online activity. Students will be held accountable for the content of their electronic communications, and failure to abide with this and all other policies applicable to students may result in disciplinary action.

In addition to those behaviors prohibited in the Student Code of Conduct, making demeaning statements, physical/emotional threats to another person(s), and engaging in any other behavior that can be considered cyber-bullying is unacceptable. Illegal behavior is subject to punishment as appropriate and available to the District. Students who engage in cyber-bullying also risk civil and/or criminal charges and/or lawsuits that may be filed against them by their victim(s) or their victim's family. Whenever necessary, the District will cooperate with the Cyber Crimes Units of local law enforcement agencies.

Source: *Broken Arrow Board of Education policy adoption, March 12, 2012.*