

EAST STROUDSBURG AREA SCHOOL DISTRICT
50 Vine Street
East Stroudsburg, PA 18301
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816-AR-G Social Media Administrative Regulation – Guests

This Administrative Regulation #816-AR-G is intended to accompany the East Stroudsburg Area School District Social Media Policy #816. Policy #816 is incorporated into and must be read with this Administrative Regulation.

Terms used in this Administrative Regulation are defined in Policy #816.

Purpose

1. The East Stroudsburg Area School District (“School District” or “ESASD”) intends to strictly facilitate a learning and teaching atmosphere, to foster the educational purpose and mission of the School District, and to protect its computers, devices, systems, network, information and data against outside and internal risks and vulnerabilities. Guests are important and critical players in protecting these School District assets and in lessening the risks that can destroy these important and critical assets. Consequently, guests are required to fully comply with this Administrative Regulation and its accompanying Social Media Policy, as well as the ESASD’s Acceptable Use Policy # 815, and all other relevant ESASD policies, administrative regulations, rules, procedures, social media websites’ terms of use and other legal documents, and local, state and federal laws. Guests must immediately report any violations or suspicious activities to the building administrator, and/or designee. Conduct otherwise will result in actions further described in the Consequences for Inappropriate, Unauthorized and Illegal Use section found in the last section of the Social Media Policy, and provided in other relevant School District policies and regulations, rules and procedures.

Regulations

1. **Guests are responsible for their own behavior when communicating with social media and will be held accountable for the content of the communications that they state/post on social media locations. Use good judgment. Guests’ activities may not interfere with the Guests’ *bona fide* presence or connection with the School District.** Guests are responsible for complying with the School District’s conduct and duty requirements. Guests may not disrupt the learning atmosphere, educational programs, school activities, and the rights of others.

2. This Administrative Regulation applies to all School District environments, whether the social media is used on School District property, or beyond School District property (including but not limited to, at a third-party’s contracted property).

3. In addition to the regulations provided in the School District's Social Media Policy, some guidelines include but are not limited to the following. The School District reserves the right to determine if any guideline not appearing in the list below constitutes acceptable or unacceptable social media use.

- Guests must not promote illegal drugs, illegal activities, violence, and drinking to students.
- Guests' electronic communications with their attorneys while using the School District's computers, devices, systems, networks, and services could be stored on the School District's servers and hard drives, or located in temporary files. Guests should not expect any privacy in this communication, and the guests may have waived their attorney-client privilege.
- Guests should not state/post images of students without executed parental consent forms.
- Guests should state/post only what they want the world to see. Imagine the students, their parents, and the administrators visiting your social media. Essentially, once you share something it is likely available after you remove it from the social media and could remain on the Internet permanently.
- Guests should be cautious when they use exaggeration, colorful language, guesswork, derogatory remarks, humor, and characterizations. It is difficult for readers to determine the seriousness of the statements/posts.
- Guests should run updated malware protection to avoid spyware, adware, spiders, bots, crawlers and other infections that may be placed on their social media and computer to obtain personal information, breach security, and cause various technology problems.
- Guests should stay informed and cautious for new problems in the use of social media.
- Guests should comply with the rules that have been established for the School District's educational social media when they use it.
- Guests should comply with the School District's retention and destruction schedule for social media items they create on the School District's, and their own personal computers and devices, and provide such items in the event they are requested for evidence or as part of discovery.

Further Reference: ESASD Board Policies: 103 and accompanying policies, 104 and attachment, 113.1, 800, 801 and accompanying policy 814, 815 and

accompanying documents, 830 and accompanying administrative regulation, 906, 907, 908 and accompanying policies, 916.

Legal Authorization: Public School Code of 1949 – Sections 5-510