

<b>Category:</b> <b>7000 - PERSONNEL</b>	<b>Policy Number:</b> <b>7428</b>
<b>Policy Title:</b> <b>E-MAIL AND WEBSITE TELECOMMUNICATION TOOLS</b>	<b>Effective Date:</b> <b>September 15, 2010</b>
<p><b><u>E-Mail</u></b></p> <p>Snake River School District employees are expected to use electronic mail and telecommunication tools and apply them daily in appropriate ways in the performance of tasks associated with their positions and assignments. Telecommunications may be used to explore educational topics, conduct research, and contact others in the educational world. Communication over networks should not be considered private.</p> <p>The superintendent is directed to provide staff with training in the proper and effective use of telecommunications and electronic mail. An administrative procedure shall be established to specify those behaviors that are permitted and those that are not permitted to guide employee use.</p> <p>In general, employees are expected to communicate in a professional manner consistent with state laws governing the behavior of school employees and with federal laws governing copyrights and FERPA.</p> <p>Electronic mail and telecommunications utilized to share confidential information about students will be done in accordance with FERPA requirements. No user may disclose, use or disseminate personal identification information regarding minors without authorization.</p> <p><b><u>Web-Sites</u></b></p> <p>The District shall maintain a website. In order that the site serves as a reliable resource for prospective students and employees, as well as current students, alumni, faculty, board and members of the community, it must contain timely information. Those responsible for input should review and maintain their section of the website to ensure that it is current, relevant and reflects positively and professionally upon the District. Privacy does not exist in the world of social media, therefore the District recommends that employees consider how any posting to a website might reflect on the District and/or its students and employees. Employees shall adhere to all applicable privacy and confidentiality policies adopted by the District. All District web pages must have the approval of the Superintendent or designee.</p> <p>The District reserves the right to remove or disable access to material that violates its acceptable use policies. The District does not assume any responsibility or liability for content provided by others, including content provided by faculty, staff, and students on their own personal web pages, nor does the District assume any liability or responsibility for failure to enforce its acceptable use standards as set forth herein.</p> <p>In accordance with district policy regarding the Family Education Rights and Privacy Act (FERPA), the schools will send out annual notification and permission slip requests to parents regarding disclosure of appropriately designated “directory information” such as a student’s name, photograph, grade level, participation in officially recognized activities and awards received, etc. Unless the District and its affiliates (Snake River Education Association, Snake River Education Foundation, Snake River Community Library, or Snake River Activities Association) have received a written request to the contrary by September 15<sup>th</sup> (or within 30 days of notification for new students), “directory information” may be used on the website with discretion and only in ways that would reflect positively upon the student, the school and the district. Student information will not be released to the website without prior administrative approval.</p> <p><b><u>District Time and Property</u></b></p> <p>District computers and time on the job are reserved for District-related business. Email and use of the internet for personal use must be kept at a minimum and must follow the same legal requirements and guidelines outlined in the best practice procedure. The District reserves the right to suspend personal use to individuals who overuse/abuse this privilege.</p> <p>Reference: Policy 6520, “Computer/Internet Use”  Policy 8540, “Student Records”  Form: 8540p, “Student Records and Directory Information”</p> <p style="text-align: center;">Snake River School District 52, 103 South 900 West, Blackfoot, Idaho 83221</p>	

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The purpose of this policy and procedure is to ensure the proper use of Snake River School District's email, faxing and website posting system and make users aware of what the district deems to be acceptable and unacceptable use of these systems.

**LEGAL RISKS**

Email and faxes are business communication tools and users are obliged to use them in a responsible, effective and lawful manner. Although by their nature email and faxes seem to be less formal than other written communication, the same laws apply. Therefore, it is important that users are aware of the legal risks:

- \* If you send or forward email and faxes with any libelous, defamatory, offensive, racist, obscene remarks, you and the district can be held liable.
- \* If you unlawfully forward confidential information, you and the district can be held liable.
- \* If you unlawfully forward or copy messages without permission, you and the district can be held liable for copyright infringement.
- \* If you send an attachment that contains a virus, you and the district can be held liable.

By following the guidelines in this procedure, the user can minimize the legal risks involved in the use of email, fax transmissions, and website postings.

**LEGAL AND DISTRICT POLICY REQUIREMENTS**

The following rules are required by law or school policy and are to be strictly adhered to. It is **PROHIBITED** to:

- \* Send or forward email and faxes containing offensive or disruptive content, which includes, but is not limited to defamatory, offensive, racist or obscene remarks. If you receive email and faxes of this nature, you must promptly notify your supervisor.
- \* Send confidential student/employee information to parties not designated by FERPA and employment laws.
- \* Forge or attempt to forge email messages.
- \* Disguise or attempt to disguise identify when sending email.
- \* Send email messages using another person's email account.
- \* Copy a copyrighted message or attachment to another user without permission of the originator.
- \* Employees shall not pass confidential or proprietary information about the District, its employees, students, agents or others on a personal website. The employee shall adhere to all applicable privacy and confidentiality policies adopted by the District.
- \* Employees shall not use the District logos, images, iconography, etc. on personal social media sites. Nor shall employees use the District name to promote a product, cause or political party or political candidate.
- \* If an employee identifies himself/herself as a District employee online, it should be clear that the views expressed, posted or published are not necessarily those of the District.

**BEST PRACTICES**

The District considers email, faxes and district websites as an important means of communication and recognizes the importance of proper email, fax content and speedy replies in conveying a professional image. Users should take the same care in drafting an email or fax as they would for any other communication. **Any information that cannot be given verbally over the phone, should not be sent by e-mail or fax or posted to the District website!** Therefore, the District encourages users to adhere to the following guidelines:

- \* Get administrative approval before posting anything to the website, especially if it involves students.
- \* Write well-structured emails and use short, descriptive subjects and correct spelling.
- \* The district's email style is informal. This means that sentences can be short and to the point. The use of Internet abbreviations and characters such as smileys, however, is not encouraged.
- \* Signatures must include the sender's name, job title and company name.
- \* Do not send unnecessary attachments. When emailing, compress attachments larger than 200K before sending them.
- \* Do not write emails in capitals.
- \* If you forward emails, state clearly what action you expect the recipient to take.
- \* Only send emails or faxes or display on the website information of which the content could be displayed on a public notice board. If they cannot be displayed publicly in their current state or given verbally over the phone, consider rephrasing the email, using other means of communication, or protecting information by using a password (see confidential).

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E-MAIL AND WEBSITE TELECOMMUNICATION TOOLS

**PERSONAL USE**

Email and use of the internet for personal use must be kept at a minimum and must follow the same legal requirements and guidelines outlined in Best Practices. The district reserves the right to suspend personal use to individuals who overuse/abuse this privilege.

**CONFIDENTIAL INFORMATION**

Confidential student and employee information may be transmitted to appropriate parties as defined under FERPA and employment law. Any information that cannot be given verbally over the phone, should not be sent by e-mail or fax or posted to the District website!

**PASSWORDS**

All passwords must be made known to the district. The use of passwords to gain access to the computer system or to secure specific files does not provide users with an expectation of privacy in the respective system or document.

**ENCRYPTION**

Users may not encrypt any emails without obtaining written permission from their supervisor. If approved, the encryption key(s) must be made known to the district.

**SYSTEM MONITORING**

Users expressly waive any right of privacy to anything they create, store, send or receive on the district's computer system. The district can, but is not obliged to, monitor emails and telecommunications without prior notification. If there is evidence that you are not adhering to the guidelines set out in this policy and procedure the district reserves the right to take disciplinary action.

**EMAIL RETENTION**

The system automatically moves email to "Trash" after 60 days and then deletes the message after 7 days. By special request, a mail archive may be created to retain mail longer.

**EMAIL ACCOUNTS**

All email accounts maintained on the district email system are the property of the district. Passwords should not be given to other people and should be changed occasionally.

**QUESTIONS**

If you have any questions or comments about this email and website telecommunication procedure, please contact your supervisor. If you do not have any questions, the district presumes that you understand and are aware of the rules and guidelines in this email and website telecommunication policy and procedure and that you will adhere to them.

**DECLARATIONS**

I have read, understand and acknowledge receipt of the email and website telecommunication policy and procedure. I will comply with the guidelines set out in this policy and procedure and understand that failure to do so might result in disciplinary or legal action.

**SIGNATURE** \_\_\_\_\_

**PRINTED NAME** \_\_\_\_\_

**DATE** \_\_\_\_\_