

SOCIAL MEDIA POLICY

Tulsa Technology Center encourages the appropriate use of social media as a method for communicating ideas and information, and as part of the educational mission of the District. The forms of electronic and digital communications change rapidly. This policy addresses common existing forms of electronic and digital communication (email, texting, blogging, tweeting, posting, etc.) but is intended to cover any new form of electronic or digital communication which utilizes a computer, phone or other digital or electronic device.

Official Use Of Social Media

The Tulsa Tech Marketing department is responsible for creating the District’s “official” online presence. Unless specifically authorized by the Marketing & Communications Department, no Tulsa Technology Center employee may create an “official” TTC presence on any form of Social Media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of Tulsa Technology Center.

The Marketing & Communications Department may utilize Social Media to present information and content to the public and receive feedback from the public. Content and information released on Social Media is equivalent to content and information released to the press and the public in any other format, including press release, letter to the media, open letter to the public, etc. Care must be taken that content and information released to the public over Social Media is accurate, does not violate applicable laws (including, but not limited to, copyright, trademark and defamation law) or District policy.

In general, the District invites discussion of important ideas and issues through Social Media. However, Tulsa Technology Center reserves the right to remove posts or comments that are obscene, defamatory, offensive, contain threats of violence, abusive, spam or advertising, or unrelated to the content or information. Tulsa Technology Center also reserves the right to remove posts or comments that violate applicable laws including, but not limited to, copyright and trademark laws.

Professional Conduct

The District is committed to creating an environment in which all persons can interact together in an atmosphere free of all forms of harassment, exploitation or intimidation. Therefore, when communicating via social networks, employees are expected to act with honesty, integrity, and respect for the rights, privileges, privacy, and properties of others. By doing so

employees will be abiding by applicable laws, school district policy and the core values of Tulsa Technology Center.

Employees of Tulsa Tech 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 termination. 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.

Expectations of Staff

District employees are role models and must exemplify ethical behavior in their relationships with students, clients, and other staff members. Online activity, including personal online activity, is public and is therefore a reflection on Tulsa Tech as an organization. Employees should exercise good judgment and common sense, maintain professionalism, and address inappropriate behavior or activity discovered on these networks. Inappropriate behavior or activity should be immediately communicated to a direct supervisor.

1. The line between professional and personal relationships can become blurred; therefore, District employees should exercise discretion and maintain professionalism when communicating with students via computers or wireless telecommunication devices. Employees should limit this type of communication with students to matters concerning a student's education or extra-curricular activities for which the staff member has assigned responsibility. Excessive messaging or other social media communication to an individual student should be avoided.
2. District employees are prohibited from engaging in private exchanges with students, and should only communicate with groups or in such a manner that the communication can be publicly viewed.
3. Photos of and videos featuring students should not be posted on social media without the informed consent of the student. Parent/guardian consent should be obtained for secondary students. For personal protection, never take a photo of an individual student.
4. Group student photos may be submitted to the Marketing & Communications Department for inclusion on official Tulsa Technology Center social media accounts.

5. Students should not be cited, obviously referenced, or depicted in images without proper written approval of the individual, and the confidential details of these individuals should never be disclosed.
6. Externally communicating any confidential information or information related to Tulsa Tech not intended for public dissemination is always forbidden and may be grounds for termination and legal action. Public information will be released through Tulsa Tech's Communication Officer and/or the Superintendent.
7. 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 to seek the permission for any such trademarked content.

Accountability

All employees are expected to serve as positive ambassadors for the District and appropriate role models for students, failure to do so could put an employee in violation of District policy. All employees are required to abide to District policy. Violation of District Policies and Procedures may result in disciplinary action up to and including termination of employment.