



MEMORANDUM

January 22, 2019

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TO: ALL STAFF

**FROM: Regina Armstrong
Acting Superintendent of Schools**

SUBJECT: Staff Conduct & Social Media Policies

Attached for your information are:

- Social Media Policy No. 9121 adopted on Thursday, January 17, 2019, and
- Staff Conduct Policy No.9120 adopted on July 11, 2011

These Policies are being shared with you with the expectation that all staff members will read and adhere to guidelines as specified. Violators to these policies will be subjected to disciplinary action.

Thank you in advance for your cooperation in this matter.

Regina Armstrong
Acting Superintendent of Schools

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Enclosures

c: Hempstead Board of Education
File

SOCIAL MEDIA

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Social media are defined as media designed to be disseminated through social interaction, created using highly accessible publishing techniques.

The term “social media” includes, but is not limited to:

- Social Networking Sites (Facebook, Myspace, Foursquare, Linkdin)
- Micro-blogging Sites (Twitter)
- Blogs (including school district and personal blogs, as well as comments)
- Video and Photo Sharing Websites (Flickr, YouTube, Instagram)
- Forums and Discussion Boards (Google Groups, Yahoo! Groups)
- Online Encyclopedias (Wikipedia, Sidewiki)
- Electronic Communication (Email, Texting and Snapchat)

When acting in a professional role using social media, employees are expected to follow the same behavioral standards online as they would in the classroom. The same laws, professional expectations, and guidelines for interacting with co-workers, students and parents apply to teachers and other employees when acting in a professional capacity on-line. When a teacher or employee is interacting with students on-line, a teacher/employee is presumed to be acting in his or her professional capacity. At all times, a teacher/employee is expected to utilize social media in a manner consistent with his or her capacity as a role model for students.

The following rules are applicable to all employees, faculty and staff regarding social media:

1. Employees, faculty and staff have no expectation of privacy in anything posted on the Internet using social media and/or social networking websites (like MySpace or Facebook).
2. Employees, faculty and staff must not misrepresent their personal views as those of the District. When an employee might be perceived online as an agent of the District, the employee needs to be clear that he/she is sharing his/her views as an individual and not as a representative of the District.
3. All employees, faculty and staff of the District who participate in social networking websites shall not post any data, documents, photos or inappropriate information on any website that might result in a disruption of the classroom and/or the school environment or the health, safety and well-being of students. This determination will be made by the Superintendent.
4. Inappropriate fraternization via the Internet and/or social media between employees, faculty or staff and students is prohibited.

5. Faculty is expected to conduct themselves in a manner consistent with their obligations as a role model when communicating with students via social media. Faculty communication with students via social media shall: (1) be consistent with his or her professional obligations as a role model; (2) not constitute bullying, harassment and/or discrimination; and (3) provide each student in a class with an equal opportunity to engage in the mode and manner of communication in order to avoid any favoritism or appearance of impropriety.
6. Access of social networking websites for individual use during school hours is prohibited. District employees shall maintain separate personal and professional accounts while using all forms of social media. Employees must never use their District e-mail account or password in conjunction with a personal social networking or social media site.
7. Employees shall not use the District logos, wordmarks, athletic logos, or any other marks or images on their personal online sites. Employees shall not use the District's name to promote or endorse any product, cause or political party or candidate.
8. Employees shall not post confidential or proprietary information about the District, its students, its alumni or District employees. Employees shall use good ethical judgment and follow District policies, as well as state and federal privacy laws.
9. The Board prohibits all conduct, including online activity, which may constitute bullying, harassment, and/or a violation of Board Policy, State and federal laws including the Dignity for All Students Act.
10. All use of social media utilizing the District's computers and/or network shall be subject to and comply with the District's Acceptable Use Policy.

Adopted January 17, 2019

Policy 9120 STAFF CONDUCT

For pertinent information refer to Public Conduct on School Property, Section 5300.65 of this manual.

Adoption date: July 11, 2001

Hempstead Union Free School District

Policy 5300.65 Public Conduct on School Property

The district is committed to providing an orderly, respectful environment that is conducive to learning. To create and maintain this kind of an environment, it is necessary to regulate public conduct on school property and at school functions. For purposes of this section of the code, "public" shall mean all persons when on school property or attending a school function including students, teachers, district personnel and visitors.

The restrictions on public conduct on school property and at school functions contained in this code are not intended to limit freedom of speech or peaceful assembly. The district recognizes that free inquiry and free expression are indispensable to the objectives of the district. The purpose of this code is to maintain public order and prevent abuse of the rights of others.

All persons on school property or attending a school function shall conduct themselves in a respectful and orderly manner. In addition, all persons on school property or attending a school function are expected to be properly attired for the purpose they are on school property.

A. Prohibited Conduct

No person, either alone or with others, shall:

1. Intentionally injure any person or threaten to do so.
2. Intentionally damage or destroy school district property or the personal property of a teacher, administrator, other district employee or any person lawfully on school property, including graffiti or arson.
3. Disrupt the orderly conduct of classes, school programs, public school board meetings or other school activities.
4. Distribute or wear materials on school grounds or at school functions that are obscene, advocate illegal action, appear libelous, obstruct the rights of others, or are disruptive to the school program.
5. Intimidate, harass or discriminate against any person on the basis of actual or perceived race, creed, color, weight, national origin, ethnic group, religion, religious practice, disability, sex, sexual orientation, or gender(including gender identity and expression).
6. Enter any portion of the school premises without authorization or remain in any building or facility after it is normally closed.
7. Obstruct the free movement of any person in any place to which this code applies.
8. Violate the traffic laws, parking regulations or other restrictions on vehicles.
9. Possess, consume, sell, distribute or exchange alcoholic beverages, controlled substances, or be under the influence of either on school property or at a school function.
10. Possess or use weapons in or on school property or at a school function, except in the case of law enforcement officers or except as specifically authorized by the school district.
11. Loiter on or about school property.
12. Gamble on school property or at school functions.
13. Refuse to comply with any reasonable order of identifiable school district officials performing their duties.
14. Willfully incite others to commit any of the acts prohibited by this code.

15. Violate any federal or state statute, local ordinance or Board policy while on school property, while at a school function or meeting.

B. Penalties

Persons who violate this code shall be subject to the following penalties:

1. Visitors' authorization, if any, to remain on school grounds or at the school function shall be withdrawn and they shall be directed to leave the premises. If they refuse to leave, the appropriate authorities shall be notified to take the necessary action, which may include ejection from the premises.
2. Students shall be subject to disciplinary action as the facts may warrant, in accordance with the due process requirements.
3. Tenured faculty members shall be subject to disciplinary action as the facts may warrant in accordance with Education Law §3020-a or any other legal rights that they may have.
4. Staff members in the classified service of the civil service entitled to the protection of Civil Service Law §75 shall be subjected to immediate ejection and to disciplinary action as the facts may warrant in accordance with Civil Service Law §75 or any other legal rights that they may have.
5. Staff members other than those described in subdivisions 3 and 4 shall be subject to warning, reprimand, suspension or dismissal as the facts may warrant in accordance with any legal rights they may have.

C. Enforcement

The Principal, his/her designee, or the Superintendent of Schools shall be responsible for enforcing the conduct required by this code.

When the Principal, his/her designee, or the Superintendent of Schools sees an individual engaged in prohibited conduct, which in his or her judgment does not pose any immediate threat of injury to persons or property, they shall tell the individual that the conduct is prohibited and attempt to persuade the individual to stop. The Principal, his/her designee, or the Superintendent, of Schools shall also warn the individual of the consequences for failing to stop. If the person refuses to stop engaging in the prohibited conduct, or if the person's conduct poses an immediate threat of injury to persons or property, the Principal, his/her designee, or the Superintendent of Schools shall have the individual removed immediately from school property or the school function, including public school board meetings. If necessary, local law enforcement authorities will be contacted to assist in removing the person.

The district shall initiate disciplinary action against any student or staff member, as appropriate, with the "Penalties" section above. In addition, the district reserves its right to pursue a civil or criminal legal action against any person violating the code.

Adoption date: July 11, 2001

Revised: June 17, 2004

Policy revisions adopted: June 28, 2012

Hempstead Union Free School District