

## Administrative Regulation

Social Media Administrative Regulation (Employees)

3515.1

**This Administrative Regulation #3515.1 is intended to accompany the Central Susquehanna Intermediate Unit Social Media Policy #3515.1. Policy #3515.1 is incorporated into and must be read with this Administrative Regulation.**

**Terms used in this Administrative Regulation are defined in Policy #3515.1.**

**(1) Purpose**

(1.1.) The Central Susquehanna Intermediate Unit (“Intermediate Unit” or “CSIU”) intends to strictly facilitate a learning and teaching atmosphere, to foster the educational purpose and mission of the Intermediate Unit, and to protect its computers, devices, systems, network, information and data against outside and internal risks and vulnerabilities. Employees are important and critical players in protecting these Intermediate Unit assets and in lessening the risks that can destroy these important and critical assets. Consequently, employees are required to fully comply with this Administrative Regulation and its accompanying Social Media Policy, and to immediately report any violations or suspicious activities to the Executive Director, 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 Intermediate Unit policies and regulations, rules and procedures.

(1.2.) Employees’ importance in society is undeniable, and their effectiveness often depends on their rapport with students and other employees. With recent technological advances parents and students are able to scrutinize employees inside the classroom, at work, and examine their personal lives on commercial social networking websites at any time. Information posted by employees, and students, and communication between employees and students can be harmful or helpful to themselves and others.

**(2) Authority**

(2.1.) Among others the Pennsylvania Code of Professional Practice and Conduct for Educators (22 Pa. Code § 235.2, § 235.4, § 235.5, § 235.10, and § 235.11) and the Pennsylvania School Code (24 P.S. § 9-964) apply.

(2.2.) The Pennsylvania Code of Professional Practice and Conduct for Educators professional conduct as interactions between individual educators and students, the employing Intermediate Unit and other professionals. Generally, the responsibility for professional conduct rests with the individual professional educator. Violations of specified sections of the Code may

constitute a basis for public or private reprimand. Violations of the Code may also be used as supporting evidence, though may not constitute an independent basis, for the suspension or revocation of a certificate. When individuals become educators in Pennsylvania, they make a moral commitment to uphold these values. 22 Pa. Code § 235.2, § 235.5.

Professional educators are expected to abide by the Code, including the following:

“(7) Professional educators shall exhibit acceptable and professional language and communication skills. Their verbal and written communications with parents, students and staff shall reflect sensitivity to the fundamental human rights of dignity, privacy and respect.

(8) Professional educators shall be open-minded, knowledgeable and use appropriate judgment and communication skills when responding to an issue within the educational environment.

(9) Professional educators shall keep in confidence information obtained in confidence in the course of professional service unless required to be disclosed by law or by clear and compelling professional necessity as determined by the professional educator.

(10) Professional educators shall exert reasonable effort to protect the student from conditions which interfere with learning or are harmful to the student’s health and safety.” 22 Pa. Code § 235.4.

Individual professional conduct reflects upon the practices, values, integrity and reputation of the profession. Violations of the Code that may constitute an independent basis for private or public reprimand, and may be used as supporting evidence in cases of certification suspension and revocation include:

### ***Relationships with students***

The professional educator may not:

1. Knowingly and intentionally distort or misrepresent evaluations of students.
2. Knowingly and intentionally misrepresent subject matter or curriculum.
3. Sexually harass or engage in sexual relationships with students.
4. Knowingly and intentionally withhold evidence from the proper authorities about violations of the legal obligations as defined within this section. 22 Pa.Code § 235.10.

### ***Professional relationships***

The professional educator may not:

1. Knowingly and intentionally deny or impede a colleague in the exercise or enjoyment of a professional right or privilege in being an educator.
2. Knowingly and intentionally distort evaluations of colleagues.
3. Sexually harass a fellow employee.
4. Use coercive means or promise special treatment to influence professional decisions of colleagues.
5. Threaten, coerce or discriminate against a colleague who in good faith reports or discloses to a governing agency actual or suspected violations of law, agency regulations or standards. 22 Pa. Code § 235.11.

**(3) Regulations**

(3.1.) **Employees 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 professional judgment. Employees' activities may not interfere with the employee's *bona fide* job performance.** Employees are responsible for complying with the Intermediate Unit's conduct and duty requirements. Employees may not disrupt the learning atmosphere, educational programs, school activities, and the rights of others.

(3.2.) Employees must comply with this Social Media Administrative Regulation(s) and its accompanying Social Media Policy, as well as the CSIU's Acceptable Use Policy # 3515, its accompanying Administrative Regulation # 3515, and Guidelines # 3515, and all other relevant CSIU policies, administrative regulations, rules, procedures, social media websites' terms of use and other legal documents, and local, state and federal laws. In addition, employees may be required to also comply with policies, administrative regulations, rules and procedures at the entity and/or program in which they are assigned. *If an employee believes there is a conflict in the requirements they are to comply with they must bring the matter to the attention of their supervisor, who will in turn assist the employee with the help of the Director of Human Resources.*

(3.3.) This Administrative Regulation applies to all Intermediate Unit environments, whether the social media is used on Intermediate Unit property, or beyond Intermediate Unit property (including but not limited to, at a third-party's contracted property, or at a member school district's property), in applications, systems, networks that the Intermediate Unit owns or that are operated by Intermediate Unit employees, agents, guests, vendors, or students.

(3.4.) Employees must maintain a professional relationship with students to avoid relationships that could cause bias in the classroom, undermine their ability to perform their duties, damage the employees' credibility, and/or violate Pennsylvania's Code of Professional Practice and Conduct for Educators. The Intermediate Unit does recognize the value of teacher-student interaction with educational social media. Collaboration, resource sharing, and student-teacher dialog may be facilitated by judicious use of the Intermediate Unit and/or school district's educational social media that applies with the Intermediate Unit's Social Media Policy and this Administrative Regulation.

(3.5.) In addition to the regulations provided in the Intermediate Unit Social Media Policy, some guidelines include but are not limited to the following. The Intermediate Unit

reserves the right to determine if any guideline not appearing in the list below constitutes acceptable or unacceptable social media use.

- Employees must not promote illegal drugs, illegal activities, violence, and drinking to students.
- Employees' electronic communications with their attorneys while using the Intermediate Unit's computers, devices, systems, networks, and services could be stored on the Intermediate Unit's servers and hard drives, or located in temporary files. Users should not expect any privacy in this communication, and the employee may have waived their attorney-client privilege.
- Employees should consider whether what they place on social media is something they would say or do in the classroom, or when fulfilling their Intermediate Unit responsibilities (remember that all online communications are stored and can be monitored).
- Employees should not post images of students without executed parental consent forms.
- Employees should only state/post what they want the world to see. Imagine students, their parents, and administrators visiting your site. Essentially, once you post something it is likely available after you remove it and could remain on the internet permanently.
- Employees 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 employee.
- Employees should run updated malware protection to avoid spyware, adware, spiders, bots, crawlers and other infections that may be placed on your social media and computer to obtain personal information, breach your security, and cause various technology problems.
- Employees should stay informed and cautious for new problems in the use of social media.
- Employees should comply with the rules that have been established for the Intermediate Unit business and educational social media use.
- Employees should comply with the Intermediate Unit's retention and destruction schedule for social media items they create on Intermediate Unit, School District, 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: CSIU Board Policies: 3515, 3521, 3543, 4100, 4112.2, 4112.3, 4115, 4116.11, 4116.13, 4116.23, 4120, 5125.1, 5141.5, 5144.15, 5145, 6000.1

Administrative Regulations/Guidelines: 3515, 3521, 3543, 4100, 4112.2,  
4115, 4116.11, 4116.13, 4116.23, 4120, 5145,

Legal Authorization: Public School Code of 1949 – Sections 9-964

Pennsylvania Code of Professional Practice and Conduct for Educators -  
22 Pa. Code §§ 235.4, 235.5, 235.10, 235.11

Adopted: April 20, 2011

Published: June 25, 2011