



Littleton Public Schools

33 Shattuck St. * P.O. Box 1486 * Littleton, MA 01460-4486 * Phone: (978) 540-2500 * Fax: (978) 486-9581 * Website: www.littletonps.org

KELLY R. CLENCHY, Ed.D., SUPERINTENDENT OF SCHOOLS

Elizabeth M. Steele, Director of Teaching and Learning

Natalie A. Croteau, Technology Systems Coordinator

Lyn A. Snow, Director of Pupil Personnel Services

Julie Lord, Instructional Technology Coordinator

Steven F. Mark, Business Manager

Littleton Public Schools - Social Media Policy

The purpose of social media use by Littleton staff is to provide a platform for celebrating student achievement in a way which models positive digital citizenship for our community. Social media networks can serve as a positive communication and learning tool to enhance education, sharing, and learning.

Littleton staff using social media for professional purposes shall use social media in a responsible manner and in a manner that does not compromise the safety or privacy of our students.

If you are an employee contributing to social networks, or any other kind of social media as a Littleton staff member, this policy applies to you. Social media includes the various online technology tools that enable people to communicate easily over the Internet to share information and resources, using multimedia communications such as text, audio, video, images, podcasts, and any other multimedia communication.

STAFF RESPONSIBILITY WITH SOCIAL MEDIA

- Employees must notify the district via the [LPS social media registry form](#) of any social media accounts created and used as a professional social media platform.
- Professional social media is work-related social media. Employees who maintain a professional social media account should do so separately from their personal social media accounts. Treat professional social media space and communication like a classroom and/or a professional workplace: Remember "if you would not bring it in the classroom, do not post it online."
- Use your real name and identify your employment relationship with the district for professional social media accounts or sites.
- Employees should not list current students as "friends" on social media platforms.
- Employees should not "follow" students on students' personal social media accounts.
- Employees should not have "inappropriate contact" with students via social media platforms.

SOCIAL MEDIA CONTENT AND CONFIDENTIALITY

- Make sure you do not disclose or use confidential information.
- Consent must be given prior to publishing any student activities, achievements or information including photos and videos on Social Media.
- Students' first and last names should not be used in any picture or video without prior consent.
- Content must not violate copyright laws. Cite your sources including websites, books, and media produced by others.

Nothing in this policy is intended to limit employees' legal right to engage in concerted activity protected by law.