



Administrative Procedures

Judson Independent School District

D – Personnel No. 36	D36
Page 1 of 2	Attachment(s):None
January 20, 2011	

USE OF ELECTRONIC MEDIA WITH STUDENTS

This administrative procedure is used to clarify policy set by the Judson ISD Board of Trustees in DH(LOCAL) on use of electronic media with students. A certified or licensed employee, or any other employee designated in writing by the superintendent, or a campus principal, may communicate through approved electronic media with students who are currently enrolled in the District. The employee must comply with the provisions outlined below. All other employees are prohibited from communicating with students who are enrolled in the District through electronic media.

An employee is not subject to these provisions to the extent the employee has a social or family relationship with a student. For example, an employee may have a relationship with a niece or nephew, a student who is the child of an adult friend, a student who is a friend of the employee's child, or a member or participant in the same civic, social, recreational, or religious organization.

The following definitions apply for the use of electronic media with students:

- *Electronic media* includes all forms of social media, such as text messaging, instant messaging, electronic mail (e-mail), web logs (blogs), electronic forums (chat rooms), video-sharing web sites (e.g., YouTube), editorial comments posted on the Internet, and social network sites (e.g., Facebook, MySpace, Twitter, LinkedIn). *Electronic media* also includes all forms of telecommunication such as landlines, cell phones, and Web-based applications.
- *Communicate* means to convey information and includes a one-way communication as well as a dialogue between two or more people. A public communication by an employee that is not targeted at students (e.g., a posting on the employee's personal social network page or a blog) is not a *communication*; however, the employee may be subject to District regulations on personal electronic communications. See *Administrative Procedures, D37 Personal Use of Electronic Media*. Unsolicited contact from a student through electronic means is not a *communication*.
- *Certified or licensed employee* means a person employed in a position requiring SBEC certification or a professional license, and whose job duties may require the employee to communicate electronically with students. The term includes classroom teachers, counselors, principals, librarians, technology specialists, paraprofessionals, nurses, educational diagnosticians, licensed therapists, and athletic trainers.

An employee who uses electronic media to communicate with students shall observe the following:

- The employee may use any form of electronic media **except** text and instant messaging. Email communication shall only be with the employee's Judson ISD email account. Only a teacher, trainer, or other employee who has an extracurricular duty may use text messaging, and then only to communicate with students who participate in the extracurricular activity over which the employee has responsibility.
- The employee shall limit communications to matters within the scope of the employee's professional responsibilities (e.g., for an employee with an extracurricular duty, matters relating to the extracurricular activity.)

- The employee is prohibited from knowingly communicating with students through a personal social network page; the employee must create a separate social network page ("professional page") for the purpose of communicating with students. The employee must enable administration and parents to access the employee's professional page. Employees wishing to use networking sites or tools as a part of the educational process should work with Instructional Technology staff to identify and use a District-endorsed networking platform.
- The employee shall not utilize electronic media directly with any student between the hours of 9 p.m. and 7 a.m, except during extracurricular activities. An employee may, however, make public posts to a social network site, online learning application, blog, or similar application at any time.
- The employee does not have a right to privacy with respect to communications with students and parents.
- The employee continues to be subject to applicable state and federal laws, local policies, administrative regulations, and the Code of Ethics and Standard Practices for Texas Educators, including:
 - Compliance with the Public Information Act and the Family Educational Rights and Privacy Act (FERPA), including retention and confidentiality of student records. [See Policies CPC and FL]
 - Copyright law [Policy EFE]
- Prohibitions against soliciting or engaging in sexual conduct or a romantic relationship with a student. [See Policy DF]
- Upon request from administration, an employee will provide the phone number(s), social network site(s), or other information regarding the method(s) of electronic media the employee uses to communicate with any one or more currently-enrolled students.
- Upon written request to an employee and his or her immediate supervisor from a parent or student, the employee shall discontinue communicating with the student through electronic media, or any other form of one-to-one communication, except where electronic communication is an integral part of the instructional curriculum.

Attachments: None

Resources: CPC(LOCAL) and CPC (LEGAL); DF(LEGAL); DH (LOCAL) and DH (LEGAL); FL(LOCAL) and FL(LEGAL); Administrative Procedure D37

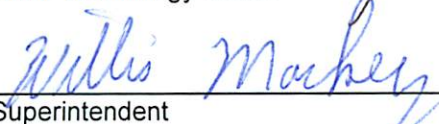
Questions regarding this procedure should be addressed to Technology Services at 210-945-5562; 8205 Palisades Drive, San Antonio, Texas 78233

Approved:



Chief Technology Officer

Date: 1/25/11



Superintendent

Date: 1/25/11