

Social Networking Policy

Nothing posted to any social site by an employee of the NJSBA should reference or imply that the NJSBA endorses the posting. All such postings are the personal act of the individual. Employees should refrain from identifying their workplace on any social media outlet. If employees identify their workplace on any social media outlet, they must clearly state on every social media post: "views expressed are mine and do not necessarily reflect those of my employer."

It is the right and duty of the NJSBA to protect the organization from unauthorized disclosure of proprietary and/or confidential information. NJSBA has established policies and regulations to guide authorized staff engaged in social networking with the membership and community at large as a function of their employment. The social networking policy applies to NJSBA officers, Board of Directors, Executive Director and employees.

General Provisions

Social Networking employs tools or services that facilitate conversations over the internet and includes any platform that includes user conversations.

Unless specifically included in an Officer, Board of Director or employee's job description or otherwise instructed, Officers, Board of Directors and employees are not authorized to and therefore are restricted from speaking on behalf of NJSBA using any medium. Officers, Board of Directors and employees may not publicly discuss any public policy issues on behalf of the NJSBA, whether confidential or not, outside NJSBA authorized communications. Officers, Board of Directors and employees are expected to protect the privacy of NJSBA and its employees and members and are prohibited from disclosing personal employee and member information and any other proprietary and confidential information to which Officers, Board of Directors and employees have access. Such information includes but is not limited to member information, financial information and strategic business plans.

Employer Monitoring

Officers, Board of Directors and employees have no expectation of privacy while using the Internet. Postings can be reviewed by anyone, including NJSBA. NJSBA may monitor comments or discussions about the Association, its employees, members and the industry, including competitors, posted on the Internet by anyone, including employees and non-employees.

Officers, Board of Directors and employees have no expectation of privacy while using Association equipment or facilities for any purpose, including authorized social networking.

NJSBA may use tools to monitor, review or block content on Association social networking sites that violate Association rules and guidelines.

Reporting Violations

NJSBA expects employees to report any violations or possible or perceived violations to their supervisors and/or director. Officers and Board of Director members should report any violations or possible or perceived violations to the Executive Director.

Discipline for Violations

NJSBA will investigate and respond to all reports of violations of the social networking policy and other related policies. All employee violations of this policy shall be dealt with in accordance with NJSBA disciplinary policy GO/4115.1 and GO/4117. Violation of the Association's social networking policy will result in disciplinary action up to and including termination. Discipline will be determined based on the nature and content of any social networking post. NJSBA will take legal action where necessary against employees who engage in prohibited or unlawful conduct.

Officers and Board of Directors violations of this policy will be referred to the NJSBA Ethics Committee for review and possible sanctions. GO/8463 and 8463R.

Acknowledgement

Employees are required to sign a written acknowledgement that they have received, read, understood and agreed to comply with the Association's social networking policy and any other related policy.

Officers and Board of Director members shall complete the annual Conflict of Interest Statement, GO/8250E and 8318E, respectively, which shall include receipt of this policy.

Authorized Social Networking

The goal of authorized social networking is to become a part of the educational conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking is used to convey information about Association services; promote and raise awareness of the NJSBA brand; search for potential new markets; communicate with employees and members to brain storm, issue or respond to breaking news; and discuss department-specific activities and events.

When social networking, NJSBA must ensure that NJSBA maintains its brand identity, integrity and reputation while minimizing actual or potential legal risks, whether internal or external.

Rules and Guidelines

The following rules and guidelines apply to social networking when authorized by NJSBA. The rules and guidelines apply to all NJSBA related social networking.

Only authorized employees can prepare and modify content of NJSBA's social networking sites. Content must be relevant, add value and meet the specified goals or purposes developed by NJSBA. If uncertain about any information, materials or conversations, the employee must discuss the content with the

department director.

When an employee discusses NJSBA on social media, the employee must disclose that s/he is an NJSBA employee. Employees should not post their official title to personal social networks, e.g. Facebook, Twitter and Instagram, etc.

Copyright information may not be posted to NJSBA's social networking sites if prior approval to reprint has not first been obtained.

Departments are responsible for ensuring all social networking information complies with NJSBA's policies. NJSBA is authorized to remove any content that does not meet the rules and guidelines of NJSBA policy. If content violates any statute or is otherwise considered threatening, NJSBA will act to immediately remove the content.

NJSBA expects all guest bloggers to abide by all rules and guidelines of this policy. The Association reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. NJSBA also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

Employees cannot use employer-owned equipment, including computers, Association-licensed software or other electronic equipment and NJSBA data, nor facilities or work time, to conduct personal social networking activities. Limited personal use of NJSBA technology is permitted where there is no cost to the NJSBA, no interference with work responsibilities and no disruption to the workplace.

Employees are prohibited from posting on personal social networking sites the name, trademark or logo of NJSBA and all privileged information, including copyrighted information and any documents created by NJSBA staff and members.

Employees are prohibited from posting on personal social networking sites photographs of NJSBA employees, members, vendors or suppliers, unless written permission is given by the individual(s) in the photograph.

Employees are prohibited from posting on personal social networking sites any advertisements or photographs of Association products for any purpose.

Employees are prohibited from linking a personal social networking site to NJSBA's internal or external web site.

Authority: BD 9/11
BD 9/17

See also: GO/4115.1
GO/4117

N E W J E R S E Y S C H O O L B O A R D S A S S O C I A T I O N

GOVERNANCE & OPERATIONS

FILE CODE: GO/4118.12

GO/4118.13
GO/4118.22 and 4118.22R
GO/4146.6 and 4146.6R
GO/8250
GO/8318
GO/8463 and 8463R