

Section: G-Personnel**Code:** [insert code]**Title: Social Media Use by Employees**

The Board of Education adopts this policy to comply with Kansas law prohibiting district employees from privately or directly communicating with students through social media platforms for non-official purposes. This policy establishes professional boundaries, protects student safety and privacy, and ensures that social media use supports only public, one-way official school communications.

Definitions

1. "Official school purposes" means the broadcasting or posting of public, one-way communications that pertain to school functions, activities or events. "Official school purposes" does not include private communications, direct communications or two-way communications with any student.
2. "Social media platform" means an online website or application that permits a person to become a registered user, create an account or a profile for the primary purpose of creating, sharing or interacting with user-generated content that is publicly viewable by users. "Social media platform" includes, but is not limited to, Snapchat, Instagram, Facebook, X and TikTok.
3. "District employees" includes but is not limited to, administrators, classroom teachers, and extracurricular and co-curricular activity coaches and sponsors.

"Social media platform" does not include:

- 1) Any online website or application whose primary purpose is educational;
- 2) any platform approved by the board of education if the platform:
 - a. is owned, licensed or contractually controlled by the school district or nonpublic school;
 - b. allows for required user accounts;
 - c. allows communications to be monitored, archived, retained or audited in compliance with policy or law;
 - d. is accessible to parents or guardians; and
 - e. used by employees in accordance with policy;
- 3) email;
- 4) direct messaging services that only share messages between a sender and named recipient and does not display or post messages publicly or to users not identified as recipients by the sender of the message; and
- 5) any online product or service that does not have school specific features or identifiers and the predominant purpose is to post educational materials, news or resources and user comments or other interactive functionality that is incidental to such predominant purpose.

Policy Requirements/Prohibitions

No district employee shall:

- 1) Privately or directly communicate with any student through a social media platform, except as specifically allowed under this policy.

- 2) Require students to use any social media platform for assignments or extracurricular activities.

Approved Platforms

The Board (or its designee) may approve specific social media platforms for official school purposes only. Any approved platform must:

- 1) Be owned, licensed, or contractually controlled by the district (where applicable),
- 2) Allow monitoring, archiving, and auditing of communications,
- 3) Be accessible to parents/guardians,
- 4) Require user accounts as needed, and
- 5) Be used strictly in accordance with district policy.

Permitted Use

District employees may use approved social media platforms only for public, one-way communications pertaining to school functions, activities, or events. All use must comply with district technology policies, confidentiality requirements, and professional conduct standards.

Prohibited Communications

Private messages, direct messages, two-way interactions, or any personal communications between district employees and students via social media platforms are strictly prohibited.

Employee Responsibilities and Training

- 1) All district employees must complete district-provided training on this policy and professional boundaries.
- 2) District employees who become aware of any violation of this policy must immediately report it to the building principal or superintendent.
- 3) Violations may result in disciplinary action, up to and including termination of employment, in accordance with district policy and state law.

Implementation

- This policy applies to all school district employees and accredited nonpublic school employees where applicable.
- The Superintendent shall develop administrative regulations as needed, including a list of currently approved platforms and guidelines for their use (e.g., social media platform for instructional, administrative, or other work-related communication purposes.)
- On or before September 1, 2026, the Board will certify compliance with this policy (along with the cell phone policy) to the Kansas State Board of Education as required by law.
- This policy does not apply to virtual schools as defined in K.S.A. 72-3712.

Reference(s): [hb2299_enrolled.pdf](#)

Adopted: [Insert Adoption Date]