



Long Valley Charter School

A Non-Profit Public Benefit Corporation

Social Media Policy		
Approved by: LVCS Board of Directors	Adopted: 8/19/26	Policy #1014

Long Valley Charter School (LVCS) is a nonprofit public benefit corporation that operates two individual charter schools: Long Valley School and Thompson Peak Charter School. This policy applies to both schools equally and the schools are collectively referred to as “Charter School.”

Long Valley Charter School has adopted the following policy with regard to employees’ behavior on social networking sites including but not limited to Facebook, Twitter, LinkedIn, Pinterest, Instagram, SnapChat and YouTube. If you wish to use networking protocols or set up a social media site as a part of the educational process, please work with your administrator and technology staff to identify and use a restricted, school-endorsed networking platform. Such sites will be the property of LVCS who will have unrestricted access to, and control of, such sites.

Employees shall not accept students as friends on any **personal** social networking sites and are to decline any student-initiated friend requests. Employees must delete any students already on their personal “friends” list immediately. It is recommended that the employee set up a professional profile in which to accept “friendships” with students and parents. Teachers are not to initiate “friendships” with students or parents.

With regard to social networking content, employees should not use commentary deemed to be defamatory, obscene, proprietary, or libelous with regard to any school-related business or policy, employee, student, or parent. Additionally, employees should exercise caution with regards to exaggeration, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations. Employees should weigh whether a particular posting puts his/her effectiveness as an LVCS employee at risk. LVCS encourages employees to post only what they want the world to see. Imagine that students, their parents, or administrators will visit your site as most information is available to the general public even after it is removed from the site. Employees may not discuss students nor post images that include students.

Personal or Professional Blogs

If you are developing a website or writing a blog that will mention LVCS or its charters, you must identify that you are an employee of the organization and that the views expressed on the blog or web site are yours alone and do not represent the views of LVCS or one of its charters. Unless given permission by the Executive Director/ Superintendent, you are not authorized to speak on behalf of LVCS or its charters or to represent that you do so. If you are developing a site or writing a blog that will mention LVCS or its charters as a courtesy to the organization, please let the Executive Director/ Superintendent know in advance of publication. The Executive Director/ Superintendent may choose to visit your blog or social networking site from time to time.

You may not share information that is confidential and proprietary with regard to LVCS or its charters. This includes, but is not limited to, information about curriculum, school dynamics, school programs, future goals, or current challenges within the organization. These are given as examples only and do not cover the range of what LVCS considers confidential and proprietary.

If you have any questions about whether information has been released publicly or doubts of any kind, speak with the Executive Director/ Superintendent.

When writing a blog or participating in any other social networking site, employees should speak respectfully about LVCS or its charters and our current and potential employees, students, parents, and competitors. Name-calling or behavior that will reflect negatively on the organization's reputation is discouraged. Note that the use of copyrighted materials, unfounded, harassing, libelous, or derogatory statements, or misrepresentation is not viewed favorably by LVCS and can result in disciplinary action, up to, and including termination.

All employees who engage in social networking are legally liable for anything he/she writes or presents online. Employees can be disciplined by LVCS for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create an unlawful hostile work environment. You can also be sued by LVCS's employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

This policy should not be construed, and will not be applied, in a manner that violates employee rights under the National Labor Relations Act.

Employees may not comment on a student's blog or a student's other social networking commentaries.

Employees may not use trade names, or logos belonging to the School without express written permission of the Executive Director/ Superintendent

Failure to comply with LVCS's social medial policy will result in disciplinary action, up to, and including, immediate termination.