

Administrative Directive Title: Employee Use of Social Media	AD Number: 5.600.2	Adopted: January 2018 Former Descriptor: PER19
Policy References: Board Policy 5.600 – Staff Rights and Responsibilities	Revised: 9/18; 7/19; 11/24	

1 Murfreesboro City Schools recognizes the importance of allowing staff members to express themselves
 2 online while also maintaining a professional image that reflects the values and standards of the district’s
 3 educational community.

4 When engaging with social media, it is essential for employees to consider the privacy and safety of
 5 students, parents, and colleagues. Thoughtful consideration should be given before posting, ensuring that
 6 identifying information or images of students are not shared without obtaining proper consent.

7 When using social media, especially platforms like TikTok, it is important for employees to be mindful
 8 of their surroundings. If content is created where the school building, classroom, or grounds are visible,
 9 or where identifiable school branding is present, prior authorization from school administration must be
 10 obtained prior to posting. This practice helps ensure that content aligns with district policies and
 11 maintains the integrity of the school.

12 In addition to being cautious about visuals, employees are asked to critically evaluate the content being
 13 shared. Posts that depict or endorse illegal activities, inappropriate behavior, or any form of harassment
 14 or discrimination are unacceptable. As role models for students, the online actions of employees should
 15 promote a positive and respectful school environment.

16 To assist employees in navigating the world of social media responsibly, the district will provide periodic
 17 training sessions focused on best practices for online engagement and the implications of digital
 18 footprints. All staff members are encouraged to take advantage of these resources and stay informed.

19 If any employee encounters content that they believe violates this procedure or has concerns about an
 20 employee’s social media activity, they are urged to reach out to a school administrator or the Human
 21 Resources department. Vigilance in this area helps maintain a safe and respectful environment for all.