Social Media Use Policy

Faculty and Staff
2015-2016

Common sense should rule the day. Hathaway Brown employees are public figures. Social media sites are not private. As such, Hathaway Brown has a right to expect faculty & staff to abide by certain reasonable standards as their actions reflect on the School. Though the School does not regularly monitor social media sites, it reserves the right to do so. This policy supplements the Technology Responsible Use Policy (RUP).

Please observe the following guidelines:

1. Employees should represent the School in keeping with the RUP, avoiding language, images, or links that are inconsistent with the professionalism we expect.
2. Employees should use the privacy settings that reasonably restrict public access to their page.
3. Given that the nature of social media is to share communication, discretion should be used in sharing private information. Reasonable consideration for others’ privacy should be used. At all times, employees should conduct themselves in social media as they do in the physical world, with respect for appropriate boundaries.
4. Initiating or accepting “friend” requests or similar contact from current students is prohibited.
5. Employees have discretion in either accepting or not accepting contact with or “friending” former students and parents. A consistent personal policy should be used to avoid the appearance of favoritism.
6. Any issue in which the safety or well-being of a member of the Hathaway Brown community is at stake should be brought to the attention of an administrator.

Common Questions or Concerns

- It is acceptable but not required to identify yourself as a Hathaway Brown School employee on social media sites.
- Most employees who responded to the HB survey felt it was appropriate to accept or make offers to link with former students or parents for either a school related or social purpose.
- Based on the results of the survey in which teachers overwhelmingly agreed that it was inappropriate for teachers and current students to have “friend” relationships, except in situations directly related to the business of the School (clubs, groups, alums, etc.), the School currently has taken the position of prohibiting teacher-current student links. We acknowledge that this position may change in the future, based on faculty needs.
- One should always remember the fact that it is easy to impersonate others on the Internet, and this should be a factor in decision-making in sharing information.
- Employees serve as role models for student behavior, and as such should model responsible use in their Internet involvement.
- Because current students might be linked to former students’ social networking sites, a risk of exposure of sensitive information exists. Employees should use privacy settings protecting their pages, restricting access to “friends” or direct contacts only.
- If you wish to see the full survey results, please visit http://tinyurl.com/hbsocialsurvey. The password is “hbsurvey” without the quotes.