

Online Social Networking Policy

Our school is committed to maintaining a good relationship with employees and with the outside world. If Faith Lutheran Jr/Sr High School sustains a positive reputation and excellent image in the public eye, it directly benefits the school as a whole in addition to putting the employee in an advantageous situation. The way the public views the school is vital to promoting business, gaining new business, retaining first-class employees, recruiting new employees and marketing Christian education and our programs.

While Faith has no intentions of controlling employees' actions outside of work, it is important that employees practice caution and use discretion when posting content on the Internet, and especially on social networking sites that could affect the school's business operation or reputation. This policy serves as a notice on the practice of social networking for all employees to read and understand.

Purpose – The purpose of this policy is:

- 1 – To guarantee a constructive relationship between the school and its employees.
- 2 – To reduce the possibility of risk to the school or its reputation.
- 3 – To discourage the use of company time for personal networking.
- 4 – To ensure employees are aware of their actions while engaging in social networking, the number of individuals who can access information presented on social networking sites and the consequences associated with these actions.

Social Networking – Defined as any activity that involves interaction in online communities of people. This interaction includes, but is not limited to, browsing other users' profiles, browsing other users' photos, reading messages sent through social networking forums and engaging in online communities' instant messaging services.

Social Networking Sites – Specific online communities of users, or any Web site that links individuals electronically and provides a forum where users can connect and share information. These Web sites can be general or tailored to specific interests or certain types of users. Examples of popular social networking site include Facebook ® , Twitter ® , MySpace ® , Flickr ® , Friendster ® , Classmates.com ® , LinkedIn ® , Xanga ® and Bebo ® . The list of domains that constitute social networking sites is ever-growing and changing because of the nature of the Internet.

Social Networking Profile – A specific user’s personalized Web page within a certain social networking site, usually containing personal information such as name, birthday, profile photo, interests, etc.

Micro-blogging - The practice of publishing your recent whereabouts, thoughts or activities on a social networking site for other users to see. This is the main focus of social networking sites such as Twitter, but it also includes features like “status updates” on Facebook.

Business Purposes - Using a social networking site for the company’s gain, usually as a task or assignment given by a manager/supervisor. This can be done either through a specific company account on a given social networking site or through a personal account for the purposes of recruiting or marketing for Faith Lutheran Jr/Sr High School.

Working Hours - Defined as Monday – Friday from 7:30 AM – 3:15 PM for teachers; 4:00 PM for all others.

Procedures

Prohibited Use – It is important that employees use their time while at work to conduct company business. Employees are not blocked from access to social networking sites on Faith computers because under some circumstances, social networking is a powerful business tool that can be channeled to gain positive publicity for the company and to connect with clients. However, access to such Web sites does not mean they can be used at any time. The following actions are prohibited during working hours:

- Using social networking sites to conduct personal or non-company business.
- Browsing social networking sites for non-company business on company time.
- Reading email alerts regarding personal social networking account activity or using Faith email to correspond with personal social networking contacts.
- Updating information, uploading photos or otherwise engaging with one’s own, personal social networking profile for non-business purposes.
- Micro-blogging for a non-business purpose on a social networking site throughout the day, whether it is on a company-provided computer or a personal PDA/smart phone device.

Prohibited Conduct – Having your own, individual social networking account and using it on your own time is certainly permissible. However, keep in mind that some actions on your personal site are visible for the entire social networking community and are no longer private matters. While Faith will not be continuously monitoring employees’ personal conduct on social

networking sites, it might be a good guideline to assume that anything posted on your personal social networking profile could potentially be seen by anyone at Faith Lutheran. While this section of the policy is a sensitive one, Faith put it in place to protect not only the company, but you and your job. It is for your own security and defense that you follow these guidelines:

- Do not use micro-blogging features to talk about company business on your personal account, even on your own time. Do not post anything you would not want your manager/supervisor to see or that would put your job in jeopardy.
- Do not use the company name, address or other information in your personal profile. This is for your physical safety as well as the safety of everyone else at the school and for the protection of Faith's name.
- Do not post any pictures or comments involving the school or other Faith employees that could be construed as inappropriate.
- You are also responsible for what other users post on your individual social networking profile. Do not allow inappropriate or sensitive information regarding Faith anywhere on your profile, even if it is generated by a different user.
- Remember that if your personal profile is visible to other employees at the school, supervisors, managers or peers, practice caution. You have control over yourself but not over these employees, and just one inappropriate picture or comment taken out of context could fall into the wrong hands and cost you your job.
- Finally, while not prohibited, employees are discouraged from "friending" students on employee social networking sites.