

Social Media Policy

This policy provides guidelines for appropriate use of social media and applies to all Old Town School Employees.

When using social media in reference to Old Town School, all employees are expected to understand and adhere to Old Town School's Employee Conduct Policy, Conflict of Interest Policy, and Anti-Discrimination and Anti-Harassment Policy. Social Media includes all means of communicating or posting information or content on any digital platform, including to the employee's personal accounts or to someone else's, whether or not associated with the School.

Employees should be respectful and responsible in social media communications. Employees are personally responsible for communications through all personal channels and should use their best judgment in posting material that is neither inappropriate nor harmful to Old Town School, its employees, board members, donors, volunteers, students, or customers. Old Town School may observe content and information made available by employees through social media.

Employees should post only appropriate and respectful content. Employees should not post or share material that is knowingly false, or could reasonably be viewed as malicious, obscene, threatening, or intimidating. Employees should not post or share material that disparages students, customers, members, fellow employees, volunteers, donors or suppliers, or material that may constitute harassment or bullying, may create a hostile work environment, or that is illegal according to federal or state law. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

Employees are required to maintain the confidentiality of proprietary or protected information, data, or communications. This includes, but is not limited to internal reports, policies, procedures, or other internal business-related confidential communications. Protected information includes personally identifiable information such as protected health information, student data, customer or vendor data, donor information, employee information, home addresses and social security numbers.

Employees may be legally responsible for personal social media content and should respect brands, trademarks and copyrights, including Old Town School brands and trademarks.

These guidelines for personal use of social media are not intended to and do not limit employees' rights to engage in protected activities related to terms and conditions of employment, in accordance with the National Labor Relations Act.