



# Personal Social Media Use and Student Information

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# DPS Board Policies Addressing Social Media Use

- ▶ Board Policy EDE – Acceptable Use and Internet Safety for Informational and Educational Technology
- ▶ Board Policy IIBH-R – District Websites
- ▶ Board Policy JM (also GBH) – Staff-Student Relations
- ▶ Board Policy JR-O – Student Records

# Board Policy JM – Staff-Student Relations

- ▶ “Any site representing the District as a whole will be created and maintained by the Public Information Office or other Superintendent designee; no entity shall purport to officially represent the District in this capacity.”
- ▶ “Staff members shall not disclose information concerning a student, ***other than directory information***, to any person not authorized to receive such information.”

# Directory Information at DPS

- ▶ Student Name
- ▶ Student Address
- ▶ Telephone Number(s)
- ▶ Student date and place of birth
- ▶ Participation in officially recognized activities and sports
- ▶ Student's achievement awards or honors
- ▶ Student's weight and height, if a member of an athletic team
- ▶ Major field of study
- ▶ Dates of attendance
- ▶ Date of graduation

# When can directory information be disclosed?

- ▶ Must give public notice of the following:
  - ▶ The types of personally identifiable information that the agency or institution has designated as directory information;
  - ▶ A parent's or eligible student's right to refuse to let the agency or institution designate any or all of those types of information about the student as directory information; and
  - ▶ The period of time within which a parent or eligible student has to notify the agency or institution in writing that he or she does not want any or all of those types of information about the student designated as directory information.

# Board Policy EDE – Acceptable Use and Internet Safety - Addresses staff use of social media

- ▶ “DPS employees are not permitted to post pictures of students with personally identifying information.”
- ▶ “Students are not to be ‘tagged’ in photos.”
- ▶ “Other District guidelines and policies regarding disclosure of student record information must be adhered to when using a personal account, including posting of student photographs, names of students and personally identifiable information.”

# Board Policy EDE – Acceptable Use and Internet Safety (Cont.)

- ▶ Unacceptable uses of the District's computer / network include but are not limited to:
  - ▶ Violating the conditions of State and Federal law dealing with students' and employees' rights to privacy, including unauthorized disclosure, use and dissemination of personal information.

# Board Policy IIBH-R – District Websites

- ▶ The Public Information Office manages the District website.
- ▶ School Content and Design Standards:
  - ▶ Student Safety:
    - ▶ Content may not include a student's personal information, i.e. phone number, home address, email address, names of other family members or identifying links.
    - ▶ Content should not include any information that indicates the physical location of a student at a given time, other than attendance at a particular school or participation in school activities.
    - ▶ Identifiable photos of students must not be displayed without explicit permission of the parents/guardians.
  - ▶ Parental Consent: Regarding usage of student images, **consent is not implied**. Parent or guardian must approve usage . . . via written consent.



# Personally Identifiable Information Under Board Policy

- ▶ Any data or information which makes the subject of a record known . . .
- ▶ Board definition tracks the definition found in the federal regulations

# FERPA – Personally Identifiable Information

- ▶ NOT ALL ENCOMPASSING:
  - ▶ Student name
  - ▶ Name of student's parent or other family members
  - ▶ Address of student or student's family
  - ▶ Personal identifier, such as SSN, student number, or biometric record
  - ▶ Other indirect identifiers, such as date of birth, place of birth, mother's maiden name;

# FERPA – Personally Identifiable Information (Cont.)

- ▶ Other information that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty; or
- ▶ Information requested by a person who the educational agency or institution reasonably believes knows the identity of the student to whom the record relates

# What This Means For Teachers

- ▶ Teachers are not permitted to disclose information about a student, other than directory information, on their personal accounts.
  - ▶ NOTE: If the federal notice requirements have not been met, cannot disclose directory information without consent!
- ▶ Because photographs are not listed as directory information, District can prohibit teachers from posting photographs on their personal accounts.

Questions?