Learning Club of KCK
Social Media and Electronic Communications Policy

Introduction
Social and business networking tools – such as Facebook, Twitter, SnapChat, and Instagram – are valuable for providing broad and efficient avenues for collaboration and communication. Social media opens channels to establish strong relationships and to engage in broad conversations across diverse communities.

As those responsible for the care and education of children and recognizing that social media is integrated into nearly every aspect of our lives, we must take special care to ensure the safety of the children we serve. Employees and volunteers of the Learning Club should understand that messages and other information posted to social sites – whether of a personal, educational, or work-related nature – must be treated as public comments attributable to the author. In addition, our employees and volunteers should understand that social media posts are not only public, they are permanent, and can have long-lasting impact.

Social Media Policy for Employees and Volunteers
Employees and volunteers who communicate by means of social media are representatives of the Learning Club and should remain mindful that their personal social media comments and postings may be attributed to the Learning Club, for better and for worse. Ultimately, the responsibility for personal and professional content resides with the employee or volunteer.

We value our volunteers and hold them to the same high standards to which we hold our employees. As such, volunteers who fail to comply with these guidelines may forfeit future opportunities to volunteer.

Public Information
Employees and volunteers should recognize that information posted to a social network site or online community is or can become public. Any content posted to a site should be treated as if it is and will remain public, even if it is posted to a “private” or restricted page. Employees and volunteers shall not post inappropriate material or comments to their own or any other site/feed/platform, and should act promptly to remove inappropriate material or comments from your site that are posted by others. Employees and volunteers should be mindful that even when one “likes,” or “retweets” content, it may be viewed as an endorsement of the post and/or of the views of the site or feed.

Model Appropriate Behavior
Employees and volunteers of the Learning Club will exercise discretion when using social networks or other online communities for professional and personal communication. Employees and volunteers will not post or send material containing content that is discriminatory, offensive, obscene, threatening, harassing, or intimidating to any person.

Group Associations
Employees and volunteers should be mindful that their associations with social networking groups and online communities may be attributable to them personally, which may reflect on the Learning Club.

Personal Responsibility and Transparency
Employees and volunteers should be mindful that the very nature of social media implies that comments are public statements and are attributable to the individual.

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Use of Electronic and Web-Based Media to Communicate With Youth

Adults should maintain appropriate boundaries when using electronic and web-based media to communicate with youth. Because texting and instant messaging are the methods of communications preferred by youth, adult employees and volunteers may need to utilize these and other new platforms of communication as well.

Communication between employees or adult volunteers with Learning Club youth should occur only on or through sites, apps, or platforms approved in by the Executive Director or his/her designee. No method, site, app or platform will be used for such communications without the prior written permission of the Executive Director or his/her designee.

- Be transparent in all electronic interactions. Exercise sound judgment when communicating and establishing relationships with youth, and do not place yourself into a position which could be viewed as compromising or which could have the appearance of impropriety.
- Remember to follow the Learning Club Code of Conduct and Child Protection policies in every interaction.
- Employees and volunteers should not share any personal contact information with students or ask them for theirs, outside of platforms permitted in writing by the Executive Director.
- Employees and volunteers should not contact students on social media of any kind, nor respond to social media requests from students, outside of platforms permitted in writing by the Executive Director.
- It is recommended that employees and volunteers set personal profile pages to a "private" setting so that youth do not have access to personal information.
- Employees and volunteers should refrain from using emojis, emoticons, gifs, and other images. Clear, concise, and professional communication is expected at all times to help prevent misinterpretation.

Text communications – direct, phone to phone text messaging between employees or volunteers and Learning Club youth is strictly prohibited. Communications may only occur via sites, apps or platforms specifically approved by the Executive Director or his/her designee. There are no exceptions to this and violation of this policy may result in disciplinary action.

ADOPTED
BOARD OF DIRECTORS
LEARNING CLUB OF KCK, INC.

By: ____________________________
Title: __________________________
Dated: 6/3/19

Approved by Board 6/3/19