

What Is **ELECTRONIC MEDIA**?

1. Social Network Sites
(Facebook, Twitter, Instagram)
2. Text Messaging/Instant Messaging
3. Email

- ❖ Any staff who wishes to communicate with a student or parent via Electronic Media must first get permission from Administration. A **“Request for Authorization to Use Electronic Media”** form must be filled out and submitted in order to receive permission. This form can be found on the Employee Page of the Kulanu Website.
- ❖ All posts on personal social media must comply with Kulanu’s policies concerning confidentiality including the confidentiality of student/client information and the Kulanu Code of Conduct
- ❖ Violation of Kulanu’s policy concerning the use of social media may lead to discipline up to and including termination.

SOCIAL NETWORK SITES:

- ❖ Staff are prohibited from “friending” any current student and/or parent on any personal social network platform.
- ❖ If a student attempts to “friend you”, you should “ignore” that request.

TEXT MESSAGING:

Our preferred mode of communication with students and families is email and/or phone.

Please consider text messaging as a last resort of communication!

Any employee who communicates with a student using text messaging must comply with the following protocol:

- ❖ The employee must include at least one of the student's parents/guardians as a recipient on each text message to the student so the student and parent receive the same message.
- ❖ When texting with parents, please be sensitive to maintain professional boundaries and properly represent Kulanu
- ❖ If you feel a parent is abusing this mode of communication, please seek guidance from your immediate supervisor.

EMAIL

- ❖ An employee must include at least one of the student's parents/guardians as a recipient on each email to the student so the student and parent receive the same message.
- ❖ When sending a group email to students and/or parents, please use the BCC line in order to maintain confidentiality.

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