

Recommended Practices for Use of Social Media Sites, Including Personal Sites

Think Before Posting

Privacy does not exist in the world of social media, therefore the District recommends that employees consider what could happen if a post becomes widely known or how that may reflect on the poster or the District. Search engines can turn up posts years after they are created, and comments can be easily forwarded or copied. If you would not say it at a Board Meeting or to a member of the media consider whether you should post it online.

Be Respectful

Posts should be considered carefully in light of how they would reflect on the poster, the District and/or its students and employees.

Remember Your Audience

Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes students, fellow employees, and peers. Consider this before publishing to ensure the post will not alienate, harm or provoke any of these groups.

District Social Media Sites

Notify the District

Employees that have or would like to start a social media page should contact their Superintendent or designee. All District pages must have an appointed employee who is identified as being responsible for content. Districts should outline the duties of the employee responsible for the site, including how often the site must be checked for comments and who is allowed to post to the site. Superintendents should be aware of the content on the site.

Have a Plan

Districts should consider their messages, audiences, goals, as well as strategy for keeping information on social media sites up to date.

Protect the District Voice

Posts on social media sites should protect the District's voice by remaining professional in tone and in good taste. Carefully consider the naming of pages or accounts, the selecting of pictures or icons and the determination of content.

Policy History:

Adopted on: 9/15/10

Revised on: