

Social Media and Electronic Communication Guidelines

Social Media Responsibility

- What you share online is viewable by everyone, and can likely never be fully deleted.
- Assume that private communications can easily turn public through re-posting or subpoenas.

District and School Approval

- Do not post anything on behalf of the district, schools or programs without prior approval.
- Issued phone numbers and email are reserved for district work unless otherwise approved.

Ensure the Safety of Students

- Assume that most student information is confidential and protected from disclosure by Family Educational Rights and Privacy Act (FERPA).
- Maintain a professional relationship with students and avoid using your personal email/phone.

Protect Personal, Private and Confidential Information

- Protect personal and privileged information obtained due to your position as an employee.
- Assume that people with good and bad intentions see information you share online.

Respect your Audience and Coworkers

- Assume that anything you share online could make its way back to work or the classroom.
- Posting online could have long lasting consequences; take a moment to reflect before sharing.

Perception can be Reality

- Assume that the public may scrutinize all of your online behavior; imagine ramifications.
- Avoid becoming “friends”, “following” and other casual interactions with students.

Be a Positive Role Model

- Respect and adhere to copyright laws and cite your sources.
- Be aware of what is shared about your personal life through friends and family.

Be Transparent and Don't Forget Your Day Job

- Educators are held to a higher moral and ethical standard than general public.
- Make it clear that you are expressing your own message/views/opinion/etc.
- Refrain from using social and online activities during work hours that are not work related.