

Social Media and Electronic Communication Guidelines

Social Media Responsibility

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

District and School Approval

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

Ensure the Safety of Students

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

Protect Personal, Private and Confidential Information

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

Respect your Audience and Coworkers

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

Perception can be Reality

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

Be a Positive Role Model

1. Respect and adhere to copyright laws and cite your sources.

2. Be aware of what is shared about your personal life through friends and family.

Be Transparent and Don't Forget Your Day Job

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