

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 or its patrons. 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 or a colleague consider the propriety of posting it online.

**Be Respectful**

Posts should be considered carefully in light of how they would reflect on the poster, colleagues, the District and/or its students, patrons, 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 **unnecessarily** alienate, harm or provoke any of these groups.

**Contact with Students**

Pursuant to the Code of Ethics for Idaho Professional Educators, individuals shall maintain a professional relationship with all students, both inside and outside of the classroom. In order to avoid the appearance of partiality or impropriety, all electronic communications with students should be through the official District e-mail or your work phone. It is for your own safety that the district ask that you do not list current students as friends on personal social media sites, do not give students your personal e-mail address or phone number, and do not text students. If you wish to correspond with students concerning assignments, due dates, team events, practices, etc. the district asks that you utilize applications such as Jerome Schools Google Apps for Education (which includes sites), Moodle, Edmodo, the SchoolWay App, or use social media sites such as cel.ly or remind 101

**Keep Personal and Professional Use Separate**

Staff members who decide to engage in personal social media activities will maintain separate professional and personal email addresses. Staff members will not use their District email address for personal social media activities. Such uses will be considered a violation of District policy and may result in disciplinary action. The District reserves the right to monitor communications transmitted and received through the District network. This may include social media messages and updates sent to a District e-mail account.

District Social Media Sites

**Notify the District**

Employees that have or would like to start a school social media page should contact their Superintendent/Building Principal 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, arrange for periodic monitoring of the site, and for the receipt and addressing of any complaints about the content on the site. The Superintendent reserves the right to shut down or discontinue the site if he/she believes it is in the best overall interest of the students.

**Have a Plan**

Employees that have a website/social media page should consider their messages, audiences, goals, as well as strategy for keeping information on social media sites up to date, accurate, and in the best interest of the students.

**Social Media In Instruction**

- Begin with pedagogy. What is the educational goal for using the social media tool?
- Think of expanding the audience outside the classroom walls – and consider that audience.
- Think of age appropriateness when choosing a social media tool.
- Make digital citizenship a priority when using social media for instructional purposes.
- Monitor student interaction within the social media tool.

**Protect the District Voice**

Posts on District affiliated 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, compliance with District policy, state and federal laws with regard to student and employee confidentiality, and the determination of content.

Policy History:

Adopted on: 07/27/2010

Revised on: 09/23/2014