

School Social Media Policy Template

The following Social Media Policy template is meant to be used as a guide for your school or district as you craft your own policies. Please **do not** use this template word-for-word, but rather add in your own regulations in the areas noted in **[brackets]**. **Always consult with your school's attorneys to review everything you need from a legal standpoint.**

[Name of School/District] Social Media Policy

At [Name of School/District], our school community members use social media platforms to connect with prospective families, current families, students and alumni. This may include promotional materials, educational content, and school activities, amongst others. The tools we use to do this are [list social media channels].

[Name of School/District] takes social media seriously. Faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration.

Responding to Comments

All comments — both positive and negative — should be responded to within 24 hours during the school week, and within 48 hours on the weekend. [Name of School/District] is required to respond to all relevant comments, and will handle addressing the comment publicly or privately (via a direct message) on a case-by-case basis.

[Add information that reflects your general views on social media usage]

Privacy Protection

To ensure the safety of our community, [Name of School/District] will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.



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Photos of students will not be posted on [Name of School/District] social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students automatically opt-in.

Students, faculty, and staff should similarly respect each other's confidential information in addition to [Name of School/District] 's brand and copyrighted material.

[Add information that pertains to your institution's privacy policies]

Expectations for [Name of School/District] Faculty and Staff

As a member of the [Name of School/District] community, you are expected to act professionally on social media. If you wish to post any content of your classes, practices, or in-school interactions on social media, please send it to [designated email] for proper review to be posted to the [Name of School/District] accounts. Never use photos of students on your own personal accounts.

Responding to Comments

Whether positive or negative, it is important for [Name of School/District] to respond to comments on our social media posts. Responses to comments or questions asked by community members are only to be made by the [name of team responsible for running social media].

Posting During a Crisis

In a crisis situation, you as a [Name of School/District] faculty or staff member are strongly discouraged from using social media to make a statement. Posting a personal statement or opinion on social media regarding a district-related topic might also violate school board policy [insert policy number]. A formal press release will be created by the [name of team] team. Depending on the situation, a social media post may also be shared by the [name of team].

[Add information that may relate to your code of conduct]

Expectations for [Name of School/District] Students

As a student of [Name of School/District], you are welcome to participate in interactions with the school online. You are expected to employ responsible behavior, and any disrespect to the school or to your peers — in addition to posting photos of other students without consent — will result in disciplinary action.

[Add information that may relate to your code of conduct]

[Use the rest of the space you have to make note of any other situations and legal matters that you would want to cover. Don't forget to consult with your school's attorneys to cover everything you need from a legal standpoint.]