



POLICY 6335 - ELECTRONIC COMMUNICATION AND/OR SOCIAL MEDIA TECHNOLOGIES

The Board of Education recognizes the role that communication and collaboration between employees and students plays in the educational process and experience. The Board further recognizes that the advancement of electronic communication and/or social media technologies creates greater opportunity for interactions between employees and students.

The Board requires that all electronic communications between employees and students be of a professional nature, be school-related, have content that is appropriate both for the particular communications medium used and the audience addressed, and do not violate any provision of the Family Educational Rights and Privacy Act (FERPA).



HELPFUL TIPS

- Be transparent. How you represent yourself online is an extension of yourself.
- Use spell check and avoid common abbreviations.
- Encourage readership by posting regularly.
- Respect copyright and fair use guidelines.
- Remember online postings and conversations are not private.
- Be respectful for others' opinions in your posts or comments. Employees, parents, and students reflect a diverse set of customs, values and points of view.
- All FHSD employees are District representatives, and should not defame or degrade any student, staff member, or the District on social media.
- During work hours, employees should only be on social media to post items directly related to the work of the District.



SOCIAL MEDIA GUIDELINES

Dos and Don'ts of Social Media for faculty and staff in the Francis Howell School District





PURPOSE OF SOCIAL MEDIA GUIDELINES

The Francis Howell School District has adopted the following guidelines to provide direction for instructional employees, students and the school district community when participating in online social media activities.

The FHSD social media guidelines encourage employees to participate in online social activities both personally and professionally. However, it is important to create an atmosphere of trust and individual accountability, keeping in mind that content posted by FHSD employees is a reflection on the entire District and is subject to the District's Acceptable Use Policy.



WHAT IS SOCIAL MEDIA?

Social Media is user created content online designed in a collaborative environment where users share opinions, knowledge, and information.

Tools include, but are not limited to:

- Blogs (Blogger, WordPress, Tumblr, etc.)
- Wikis (Wikispaces, Google Sites, etc.)
- Social Networking sites (Facebook, Twitter, LinkedIn, Pinterest, etc.)
- Photo and Video Sharing sites (Instagram, YouTube, Flickr, etc.)
- Social Bookmarking (Diigo, Delicious, etc.)
- Podcasting and Vodcasting



PERSONAL AND PROFESSIONAL RESPONSIBILITY

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The lines between public and private, personal and professional are blurred in the digital world. By virtue of identifying yourself as a FHSD employee online, you are connected to colleagues, students, parents and the school community. Material that employees post on social networks, that is publicly available to those in the school community, must reflect the professional image applicable to the employee's position and not impair the employee's capacity to maintain the respect of students and parents/guardians or impair the employee's ability to serve as a role model for children.

- **Do** - Employees may post content about or communicate with students involved in school related activities, but must do so with a professional account tied to his/her FHSD email address.
- **Do** - Familiarize yourself with the appropriate security settings for any social media (personal and professional) that you may use. Be sure that the settings are such that any personal content may only be viewed by your intended audience.
- **Do** - Ensure that content associated with you is consistent with your work at FHSD. Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- **Do** - Remember that social media in the classroom is an extension of your physical classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- **Do** - Be mindful that what you publish will be public for a long time—protect your privacy. FHSD employees are personally responsible for the content they publish online.
- **Do** - It is the responsibility of the employee to immediately report to their supervisor any inappropriate electronic communication, whether initiated by the student or someone else.
- **Don't** - Engaging in social media friendships using a personal account on social media sites is prohibited with students (unless the employee and student are related), and strongly discouraged with parents or guardians of students.
- **Don't** - Use of e-mail, text messaging, instant messaging or social media sites to discuss with a student a matter that does not pertain to school related activities is prohibited. Appropriate discussions would include the student's homework, class activity, school sport or club, or other school-sponsored activity.
- **Don't** - Employees are prohibited from discussing students or from posting photos of any students on personal sites.
- **Don't** - When contributing online, do not violate any provision of the Family Educational Rights and Privacy Act (FERPA).
- **Don't** - Employees are prohibited from posting confidential or proprietary information about the District, its employees, students or agents on social media and personal websites. In addition, employees shall not use District logos or images, etc., on personal sites.

*When posting online, even with strict settings, you should assume that all information is public domain.