



Social Media Registration/Acknowledgement Form

Date: _____
School: _____ School Year: _____ Teacher Name: _____

The Wakulla County School District understands that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, use of social media also presents certain risks and carriers with certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Guidelines:

Wakulla County recognizes the First Amendment rights of individuals to participate in social media. However, the laws and courts have ruled that schools can discipline students and staff if their speech, including online postings that disrupt school operations or constitute a violation of federal or state laws or School Board policies. When participating in social media it is important to create an atmosphere of trust and individual accountability; keep in mind that information produced by WCSB staff and students is a reflection on the entire district and is subject to the District School and District Technology Usage Policy. All employees are expected to serve as positive ambassadors for the district. Any use of social media sites or blogs creates the risk of affecting your professional career. The personal use of this media during district time or on district equipment is prohibited unless approved by the school principal.

Social Media refers to the use of web-based and mobile technologies that enable all Wakulla County Public Schools' internal and external stakeholders to connect, collaborate, and form virtual communities via the computer and/or internet. Social media sites are not private. Internet search engines can find information years after it was originally posted. Comments can be forwarded or copied, and archival systems save information even if you delete a post. Therefore, all comments must be respectful and professional in word and image.

The district takes no position on an employee's decision to participate in the use of social media networks for personal use on personal time. However, do not post student information or disclose confidential material regarding students. You do not have control of what others may post on social media sites; therefore, be aware that your conduct in your private life may affect your professional life.

By utilizing social media representing the school district employees agree to abide by these guidelines and complete the Social Media Registration Form.

Reminders:

- All usage requests must be approved by the Superintendent and Principal or his/her designee each year.
- Employees, at the discretion of the Principal and Superintendent/designee, may choose to maintain their own school-based social media accounts. The principal must have all login credentials and give approval in writing to the teacher request.
- Any information posted must be important and relevant to school-related events. Employees may only post information that will be useful to and appreciated by their community/network.

- Employees who maintain social media accounts are acting as representatives of the district. As such, they must refrain from allowing personal or political viewpoints to dictate the kind of information they share.
- The use of derogatory language is prohibited and only a positive and friendly tone will be used.
- Do not post confidential or proprietary information about the district, its students, alumni, or employees. Use good ethical judgement and follow district policies as well as state federal requirements.
- In all cases, private messaging and texting to parents or students should only be done with approval of each employee's supervisor. Any online conversations between an employee and students or parents should be carried out through email and be completely transparent.
- As a reminder, all use of social media for school purposes is a public record and no employee should have any expectations of privacy. Records produced through social media are expected to be made available if requested.
- Keep in mind that you are most likely to resolve work-related complaints or concerns by speaking directly with your colleagues, supervisors, or others. You are strongly encouraged to resolve complaints or concerns through direct conversations or meetings and not by email or social media.
- Avoid using statements that could be viewed as malicious, obscene, threatening or intimidating, that disparage others or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment based on race, sex, disability, religion, or any other status protected by law or school board policy.
- Photographs of school events are NOT allowed on social media without the approval of the school principal. Photographs may only be posted on the school's primary social media page by the school's social media designee. The school principal and social media designee will need to check permissions to publish/guidelines for each photo posted. No photographs should be posted on individual social media pages.

Social Media Platform	Social Media Page Name	User Name	Password

I understand that I will be representing Wakulla County Schools online and that my use of social media in this context should be related to WCSB instructional, communication or co- curricular purposes. I have read the WCSB guidelines for social media use and agree to respect those measures.

Signature and Date: _____

Administrative Approval By:

Print Name: _____