



ROGERS
Public Schools
where all belong, all learn, and all succeed

Social Media Account Request Form

All Rogers Public Schools staff members using social media to communicate with students or parents must adhere to all applicable laws, district policies, and the district social media guidelines.

Employee's Name: _____

Rogers School District Email Address to be associated with the account: _____

Account/Page Name and/or URL: _____

Administrator(s) of the Account/Page: _____

Educational Purpose of the Account/Page: _____

By signing below, I am indicating I have read the district social media guidelines and agree to adhere to those requirements.

Employee Signature Date

Request Approved

Request Disapproved/More Information Needed _____

Principal/Supervisor Date

Rogers Public Schools

Guidelines for Using Social Media to Communicate with Students (ages 13 & older only)

Pass the TAP Test – Make It Transparent, Accessible, and Professional!

Is it Transparent? All electronic communication between staff and students should be transparent. As a public school district, we are expected to maintain openness, visibility and accountability with regards to all communications.

Is it Accessible? All electronic communication between staff and students should be considered a matter of public record and/or accessible to others. It is subject to Freedom of Information laws.

Is it Professional? Educators are held to a higher standard. All electronic communication from staff to students should be written as a professional representing the Rogers School District. Be mindful of your words, grammar and subject matter. They should be appropriate and model the standards and integrity of a professional educator. Always choose words that are courteous, conscientious and professional.

Professional Social Media Accounts

To establish a professional, educational page/account for student groups to follow, you must:

1. Fill out a Social Media Account Request Form and obtain approval from your supervisor.
2. Create the account using your staff email account (...@rpsar.net)
3. Make a supervisor an additional administrator of the page.
4. As you use social media, ensure that you “maintain a professional relationship with each student, both in and outside of the classroom.” (Standard 1 of the Code of Ethics for Arkansas Educators)*
5. Moderate the page and monitor the content so that the conversation is appropriate.
6. Do not share confidential student information. Respect student and employee privacy laws and rights. Check with the building principal to determine if any students such as foster children have privacy or publicity concerns that affect the use of their picture or name.
7. Inform parents that you will be using social media as one method of communication in addition to other methods (e.g. websites, email, etc.) and that they are encouraged to access the page or information.
8. Make the same information available by alternate means (e.g. class web site and/or handout) for students who are not allowed to have access to social media.

Other Important Reminders

- To guard your professional reputation, consider adjusting your **personal** social media account’s privacy settings to the most secure level (e.g., setting your personal Facebook account to “Friends only”). Nothing you post online, however, is ever truly private. If it is not appropriate in the classroom and for the front page of the newspaper, it is not appropriate online.
- Be conscientious regarding whether it is appropriate to “socially network” with students. To communicate with students professionally through social media, use an approved professional page or account. Keep online conversations with students professional at all times.

* Also see Rogers School District personnel policies GBEA – Staff Ethics and GBEBB – Staff Conduct with Students.