Caswell County Schools
Social Media Policy

Objective:
Promoting responsible and effective use of social media platforms within Caswell County Schools to enhance communication, collaboration, and engagement while ensuring the safety and well-being of students, staff, and the community.

Designed by
David Useche, CTO

Guidelines for Staff:



Professional Conduct:

Maintain professionalism at all times when using social media platforms.

Use appropriate language and tone when posting or commenting on social media.

Refrain from posting content that may be offensive, discriminatory, or inappropriate.



Protecting the School's Reputation:

Do not post content that reflects negatively on Caswell County Schools District.
Obtain necessary permissions before posting pictures or videos that include students or colleagues.
Ensure that personal social media accounts are separate from professional accounts to avoid any confusion.



Protecting Confidentiality and Privacy:

Respect the confidentiality and privacy of students, colleagues, and the school community.

Refrain from sharing sensitive or personal information about students, colleagues, or parents without explicit consent.

Follow applicable laws, including Family Educational Rights and Privacy Act (FERPA) regulations, when sharing student information.



Appropriate Content:

Ensure that all social media content is relevant, accurate, and appropriate for the school community.

Refrain from posting content that may damage the reputation or image of Caswell County Schools.

Obtain necessary permissions before posting pictures, videos, or identifiable information of students.



Separation of Personal and Professional Accounts:

Maintain separate personal and professional social media accounts.

Use professional accounts for school-related communication and interactions.

Avoid engaging in personal discussions or sharing personal opinions on official school social media accounts.



Engaging with the Community:

Encourage positive and constructive interactions with students, parents, and the community on social media platforms.
Respond promptly and professionally to inquiries, concerns, or comments received through official school social media channels.
Redirect inappropriate or sensitive conversations to private channels or appropriate school personnel.

Visit www.caswell.k12.nc.us for more information and resources