



## Guidelines for Staff Social Media Use

# The Independence School District encourages you to share the meaningful work happening in your buildings on social media.

The Independence School District trusts all employees to serve as ambassadors of the ISD—in person and online. All staff are expected to model professionalism, accuracy, and integrity across all communication platforms, including social media.

## Sharing ISD Stories Online

We encourage staff to highlight the incredible work happening in our schools. Showcasing student achievements, classroom moments, and staff collaboration helps strengthen community support and school pride.

However, please remember:

- Never use personal social media accounts to post course content, classroom updates, or anything students are required to access. These types of posts should be shared through official district or school-affiliated accounts.
- Keep your personal and professional accounts separate—especially if you expect students, athletes, or families to follow your content.

## Personal Accounts – What Not To Post

- Avoid posting any student-related content (photos, names, voices, etc.) on your personal social media—even if you have a great photo. When in doubt, leave them out.
- Never contact students through private or direct messages on any platform that is not accessible to parents/guardians. This is prohibited under the [Amy Hestir Student Protection Act](#).
- Use privacy settings wisely on personal accounts to limit public visibility and protect your own content.

## District or School-Affiliated Accounts

- Only post photos/videos of students who have proper media permissions on file. This includes images, classwork, names, and other identifiable information.
- You are responsible for knowing which students cannot be photographed or publicly recognized. This information is available in PowerSchool.
- Do not share personal identifying details beyond name, grade, or school of attendance. For example, do not post birthdates, addresses, schedules, or student contact info.

**If you have questions about accessing student permissions information or acceptable use of content containing students' likenesses and student information, contact your supervisor or the Public Relations Department.**

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