

Wylie ISD Social Media Guidelines

Personal Use of Electronic Communications (*Policy CQ, DH*)

This social media guideline applies to all Wylie ISD employees and covers all social media and media platforms, social networks, blogs, photo sharing, wikis, online forums and video sharing.

As role models for the district's students, employees are responsible for their public conduct even when they are not acting as district employees. Employees will be held to the same professional standards in their public use of electronic media as they are for any other public conduct.

If an employee wishes to use a social network site or similar media for personal purposes, the employee is responsible for the content on the employee's page, including content added by the employee, the employee's friends, or members of the public who can access the employee's page, and for web links on the employee's page. The employee is also responsible for maintaining privacy settings appropriate to the content.

Personal Responsibility

- Wylie ISD employees are personally responsible for the hosted content they publish online. Be mindful that what you publish on social media channels will be public for a long time—protect your privacy.
- When posting online, please remember that you are an employee of Wylie ISD and a representative of your colleagues, students, parents, and the school community.
- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- Blogs, wikis, and podcasts are an extension of your classroom and considered official content. What is inappropriate in the classroom should be deemed inappropriate online.
- Do not post photos or movies of fellow employees without their permission. Do not use photos or movies taken at school without permission. Do not post photos or movies that contain students without parental consent.
- There are many websites that allow users to share personally created movies. You are responsible for all you do, say, and post online, including videos. Anything posted online should represent you in a professional manner as others will see you as connected to Wylie ISD. It disrupts learning when teachers, employees, and staff post videos with questionable content.
- When posting online, do not post confidential student information.
- Cyberbullying is not to be tolerated. Any incidence of cyberbullying should be reported to the school principal/supervisor immediately. All cyberbullying incidents will be taken seriously.

Personal Use of Social Networking Sites

- Social networking sites include, but are not limited to, Facebook, Twitter, Flickr, Instagram, Pinterest, and dating or match making websites.
- Wylie ISD staff and employees are personally responsible for all comments/information and hosted content they publish online. Be mindful that things such as Tweets and Status Updates will be visible and public for a long time.

- Others may have recorded your posts/photos that have been deleted via screen shot or other methods of saving a file. Deleting may not equal erasing it from public view.
- By posting comments, having online conversations, indicating “Like,” etc. on social media sites **you are broadcasting your opinion/point of view to the world**, be aware that even with the strictest privacy settings, what you ‘say’ online should be within the bounds of professional discretion. Comments expressed via social networking pages under the impression of a ‘private conversation’ may still end up being shared into a more public domain, even with privacy settings on maximum.
- Comments related to Wylie ISD, its employees, staff, students, and events related to WISD, should always meet the highest standards of professional discretion. When posting, even on the strictest settings, **staff should act on the assumption that all postings are in the public domain.**
- Before posting photographs and videos, permission should be sought from the subject where possible. This is especially the case where photographs of professional colleagues are concerned.
- Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism.
- Photographs relating to alcohol or tobacco use may be deemed inappropriate. Remember, your social networking site is an extension of your personality, and an extension of your professional life and classroom. If it would seem inappropriate to put a certain photograph on the wall, then it should be considered inappropriate to post online.
- Microblogging (Twitter, Facebook, Tumblr, Instagram, etc.) comments made using such media are not protected by privacy settings. Employees should be aware of the public and widespread nature of such media and refrain from any comment and/or #hashtags that could be deemed unprofessional. #(Hashtags) that tag students and provide personal financial gain are prohibited. Wylie ISD students are not to be used as a promotional audience.
- Wylie ISD employees are not permitted to solicit or accept “Friend” requests from enrolled Wylie ISD students on any personal Social Media Account.
- Wylie ISD employees are prohibited from knowingly communicating with students through a personal social network page; the employee must create a separate social network page (“professional page”) for the purpose of communicating with students. The employee must enable administration and parents to access the employee’s professional page.