



## NPS Social Media Guidelines

### School-Specific Social Media Accounts

- Schools may employ social media accounts to communicate good news and upcoming events for their site. Please keep in mind these sites are a public representation of the school and ultimately the district.
- Please remember that not all parents use social media and multiple methods should be used to communicate important information.
- As a general rule, NPS employees should operate any school's official social media accounts.
- The name of the account administrator and all login information should be submitted to the NPS communications office.
- Photos of students may be posted on district, school or class-specific social media accounts only if the student's parent has selected "YES: Photo images may be used" in Infinite Campus.
- Please thoroughly check the spelling and grammar of content before you post. Citizens expect educators to set a good example when they write and speak in public.
- It is best practice for employees who choose to engage in professional social media activities to maintain separate professional and personal email addresses.

### PTA Social Media Accounts

- Accounts administered by PTA organizations should be clearly labeled as such in the account name (e.g. "Monroe Elementary PTA").
- As a general rule, NPS employees should operate social media accounts that are designated as official school sites (e.g. "Monroe Elementary School").
- If PTA administers the school's official social media accounts, the name of the account administrator and all login information should be submitted to the NPS communications office.

### Booster Club Social Media Accounts

- Accounts administered by Booster organizations should be clearly labeled as such in the account name (e.g. "Whittier Booster Club").
- If the Booster club administers the official social media account affiliated with a sport/team, administrative access for the account should also be provided to the NPS employee who serves as the coach, sponsor or liaison. The employee should monitor the account.

### School-Sanctioned Activities (Sports/Fine Arts/Groups/Clubs) Social Media Accounts

- When possible, social media account administrators should be NPS employees, rather than parents or volunteers.
- If a parent or volunteer administers the account, administrative access should also be provided to the NPS employee who serves as the coach, sponsor or liaison. The employee should monitor the account.

### Class-Specific use of Social Media Accounts

- School faculty may use social media accounts for instructional purposes. These accounts should be set up as a private group.
- All state and federal laws, in addition to district policy, must be observed (i.e. FERPA).

- Remember that the social media account is an extension of the physical classroom. What is inappropriate in the classroom should be deemed inappropriate online.
- All information shared must be closely related to the class subject matter.

### **Personal Social Media Accounts**

- When possible, staff members should avoid “friending” or “following” their students on social media.
- Staff members should not engage in private messages with students.
- Communication through social media platforms must be professional in nature and align with the district’s academic mission.
- Staff members should be mindful that certain behavior and messaging on social media platforms may impact their credibility and effectiveness as a district employee. Thus, staff members are encouraged to carefully consider content posted on their personal social media accounts and remember that individuals who work in education are held to a very high standard.
- Staff members should not post negative comments about students, parents or colleagues and avoid posting/sharing information that is controversial or politically divisive in nature.
- You do not have control of what others may post on social networking sites; therefore, be aware that your conduct in your private life may affect your professional life. Be vigilant about what others post about you or on your page and, if necessary, take steps to remove comments that pose a risk to you or the District. This is possible by changing your privacy settings and requiring your approval to be tagged in others photos or posts.
- It is your responsibility to familiarize yourself with the appropriate security settings for any social media (personal or professional) that you use. Be sure that the settings are such that any personal content may only be viewed by your intended audience. Be aware that, even if your privacy settings are set properly, it is still possible for anyone who you’ve allowed to see your profile to copy and paste text and send it to someone else.
- All work and communication that is completed in your official capacity as a District employee, whether it is on your personal or work accounts, during or after regular work hours, is considered public record. In that vein, it is recommended that you do work related activities on your work accounts and use your personal accounts for only personal activities outside of school hours.

### **Photos of Students**

- Photos of students can NOT be posted on employees’ personal social media accounts.
- Photos of students may be posted on district, school or class-specific social media accounts, but only if the student’s parent has selected “YES: Photo images may be used” in Infinite Campus.
- If it is a public event outside of the school building where the community has access, such as a sporting event, photos can be used.

### **Responding to Negative Comments or Criticism**

- How you respond to negative comments or criticism is important. When in doubt, it’s best not to give it credibility by acknowledging a negative comment with a public response.
- Avoid discussing the matter online. If the negative comment is from a local parent or patron, offer to discuss the issue with them by phone.
- Use caution when deleting a patron’s negative comment; sometimes deleting a comment can make the commenter more upset.

### **Always a School Employee**

- The lines between public and private, personal and professional are blurred in the digital world.
- You will always be considered to be a District employee. Whether it is clearly communicated or not, you will be identified as an employee of Norman Public Schools in what you do and say online.

- If you don't want it on the 10 p.m. news - don't share it online.

**Good Rule of Thumb: Think before you post!**

(Revised Aug. 2, 2016)