JORDAN PUBLIC SCHOOLS

SOCIAL MEDIA GUIDELINES FOR STAFF

The line between professional and personal relationships is blurred within a social media context. While these guidelines are in no way intended to limit or infringe upon your rights to comment upon the workplace, it remains good practice to never post anything that would embarrass you or the Jordan Public Schools, or would call your professional reputation into question. Use common sense when posting online.

SOCIAL MEDIA TYPES OF ACCOUNTS AND ACCOUNT USE

The **first step to establishing a social media presence is to determine which kind of account fits your needs and desired purpose**. Consider your role in education and how social media can support and enhance your daily work and professional goals. Before you set up your account, please keep in mind that social media accounts require time and maintenance in order to be successful.

Types of social media accounts

	Personal Account	Personal/Professional Account	Program/District Level Account
Account Owner	Owned by individual	Owned by individual	Owned by a district staff member as a representative of the district
Account Purpose	Used for personal purposes	Used for purposes such as professional development and establishing a professional learning network (PLN)	Used for purposes such as family/student/team engagement, community outreach, and/or establishing a professional learning network (PLN)
Naming Requirement	No naming requirement	No naming requirement (the name should not reflect a whole department (i.e. JordanScience) since this is an individual account)	Must be assigned by the Jordan Communications Department and follow the ISD717 naming conventions when possible (i.e. @jordandance717, @jordansummit717)
Email Requirement	Must be created with a personal email account (you should not use a district email address for a personal social media account)	Can be created with district assigned email address	Must be created with an email assigned from the Jordan Communications Department (do not use your personal school email account or secondary gmail account)
Notes	Account holder is responsible for reviewing district guidelines as they relate to personal accounts	Account holder is responsible for adhering to all applicable district policies/guidelines since this account may have professional ties to ISD717	Account must be requested from and approved by the Jordan Communications Department

Do not create any social media account, blog, or website intended to represent the Jordan Public Schools without prior approval from the Jordan Communications Department.

Personal Social Media Account: *Owned by an individual and used for personal purposes.*
- You are personally responsible for the content you publish online or choose to share or repost.
- Special care should be taken when posting personal photographs. Remember your social network site is an extension of your personality and professional reputation. Even with privacy settings in place, your content could be seen by students or parents or find its way into the public realm.
- While the Jordan School District respects the rights of its employees to exercise their rights, employee should not make any derogatory statements about colleagues or students on social media.
- Do not post photos or videos that contain identifying information concerning any students, on your personal media, without prior parental consent.

Personal/"Professional" Account: *Owned by an individual and used for purposes such as professional development and establishing a professional learning network (PLN).*
- You are personally responsible for the content you publish online or choose to share or repost.
- Because you may be referring to Jordan Public Schools on this "professional" account, keep your posts positive and do not engage in negative or critical conversations online.
- Remember your social network site is an extension of your personality and professional reputation.

Program/District Level Social Media Account: *Owned by a district staff member as a representative of the district and used for purposes such as family/student/team engagement, community outreach, and/or establishing a professional learning network (PLN).*
- We encourage our staff to be innovative with the use of social media in their classrooms and programs and welcome new social media channels to be setup when appropriate. You must have approval to start a new district channel.
- Successful social media requires maintenance and regular monitoring. Consider this before requesting a channel.

Employee-Student Relations: *The district recognizes the role that communication and collaboration between employees and students plays in the educational process and experience. The district further recognizes that the advancement of electronic*

*communication and social media technologies create greater opportunity for interactions between employees and students. **These additional guidelines are for your own and our students' protection.***

- Employees must exercise great care in connecting with students on <u>any</u> social media channels (personal or professional). It would be the District's recommendation that you do not send permission-based friend or follower requests to students from your personal social media, for example Facebook friend requests. It is the District's recommendation that employee wait until students reach graduation before accepting friend requests on their personal social media accounts (this does not apply to an account that is professional or program/district in nature).
- Any employee-student communications or relationships via social media should be of an appropriate professional nature. Employees are responsible for immediately reporting to the district any inappropriate communication received from a student; this is as much for your protection as the students.

Safety and Confidentiality: *Safety is the overriding concern with regard to information posted online. Always respect the privacy and confidentiality of student information.*

- Confidential student or personnel information should not be posted online. Keeping student educational designation confidential is important (i.e. a student should never be identified in a photo as a special needs or English Learner (EL) student). Be sure not to violate any provision of the Family Education Rights and Privacy Act (FERPA). Consult the district "no media" list from the Communications Department.
- Just like in the classroom, you have a responsibility for addressing inappropriate student behavior or activity witnessed on these social networks, including legal requirements for mandated reporting.

Professionalism: *District approved social media accounts are seen as extensions of the district and must reflect the mission, vision, and values of Jordan Public Schools.*

- Maintain professional boundaries. All online dialogue and interactions with students on social media pages should be for educational purposes only.
- Keep your posts positive and do not engage in negative or critical conversations online. The district recommends that you do not discuss students, co-workers, or District policies and procedures in a social media forum.
- Retweets, likes, and favorites are perceived as endorsements. These interactions should be done with care.
- At times, students or members of the public may create social media pages (not managed by the district) that represent student groups within the district (i.e. @JHSthemes). When employees, including coaches or advisors, choose to join or engage with these social networking groups, they do so as an employee of the District.

rev 01/13/19 (kp)

HOW TO GET APPROVAL FOR A NEW DISTRICT SOCIAL MEDIA CHANNEL(S)
Remember: Successful social media requires maintenance and regular monitoring.
Consider this before requesting a channel.

1. Fill out the "[Jordan Public Schools Social Media Channel Approval Form](#)" found on the District website under STAFF. You will be asked to provide:
   a. Name of group/team/department and/or project requesting the channel
   b. Desired name of social media channel (this may be different than the page handle)
   c. Purpose of account and targeted audience
   d. Who will be responsible for monitoring and updating channel content
   e. How often the channel content will be updated
2. The Communications and Marketing Department will review and respond within 72 hours.
3. Once approved, you are considered a channel manager. Your channel will be setup by the Communications and Marketing Department and the login and password will be sent to you.

HOW A CHANNEL MUST BE MAINTAINED
This set of guidelines outlines expectations of all participants of any ISD717 social media channel. With questions, contact the Communications and Marketing Department.

Profile/About:
- All District channels should be identified as part of Jordan Public Schools.
- Include link to the district website homepage or to corresponding website page (i.e. basketball social media should link to the district basketball website).

Cover photos and avatars (profile picture):
- Pick a cover and avatar (profile picture) that will help users visualize what your page is about and that are also reflective of the ISD717 community. Most often, you will be provided, by the Communications and Marketing Department, a profile picture that reflects the branding of the district.
- Be sure to update cover photo as needed.
- If a graphic or logo is needed, please contact the district Communications and Marketing Department.

Posting Photos and videos:
- You may only post photos of students who have permission through our Family Education Rights and Privacy Act (FERPA) form. A confidential list of "no media" students is shared to all certified staff via the Communication Department. Contact if needed. Do not publically single out students on the no media list. For

unique ways to include all students in a photo while maintaining "no media" status, contact the Communications and Marketing Department.

- Keeping student educational designation confidential is important (i.e. a student should never be identified in a photo as a special needs or English Learner (EL) student).
- When referring to students, use first names only (exceptions can be made at the high school level or consent of the Communications and Marketing Department).
- Only Jordan Public School staff members approved to be page managers may post photos and videos on school social media channels.
- Followers should not have the ability to "tag" photos posted by the school.

Maintenance:
- Program/district-level accounts may be maintained by one or more staff members. When multiple staff members are responsible, please work together to ensure a consistent voice.
- At a minimum, keep your accounts fresh by posting once per week. However multiple post per week is recommended.
- After posting, reload page and review the post and test all links, etc. to ensure they are working properly. Always review grammar and punctuation.

Monitoring and responding to criticism:
- To build your social media community you may need to interact with your followers when appropriate and positive.
- Regular monitoring is required so that you can address or remove any inappropriate posts/comments in a timely manner.
- Remember that not every comment needs either a response or acknowledgement.
- Use restraint when responding to negative or inaccurate comments.
- Try pointing to existing information found online in your answers when correcting people.
- If negativity on your Facebook page breaks the social media guidelines established by the Jordan Public Schools, you can delete the comment. Other things to consider:
  - It's okay to let a negative comment sit without a response (as long as it doesn't violate guidelines). Do not immediately delete a negative comment as it can cause your community to get upset.
    - If needed, you may choose to "hide" a comment on Facebook. This means only the person who posted the comment and their friends can see it. Once hidden, you can seek assistance from the Jordan Communications and Marketing Department.
  - When needed, negative comments should be address offline.

- - To take a comment offline you can respond to the person with a simple statement such as, "We would be happy to discuss this with you, please message your phone number or email address to continue the discussion".
    - Remember emails can be shared online so it's best to address the person on the phone when possible.
  - Contact the Communication and Marketing Department for help if you have an extremely upset or negative person posting on your page.

No endorsements or advertisements:
- Ethically, Jordan Public Schools' representatives cannot promote products or businesses through official district channels.
  - The exception is when a student group is participating in a fundraiser or event at a business (i.e. Pizza Ranch Fundraiser).
- Refrain from following or liking other political or potentially controversial social media users (i.e. political parties or corporations) as this could be seen as an endorsement of that organization and their ideology.