MURFREESBORO CITY SCHOOLS
ADMINISTRATIVE DIRECTIVES

Descriptor Term:	Descriptor No:	Effective Date:
Use of Social Media for School Communication	**AD PER 19**	**1-8-18**
	Revised: **9/18; 7/19**	

Murfreesboro City Schools recognizes that access to technology in school gives students, parents and teachers greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship.

To that end, this **Administrative Directive** outlines the guidelines and behaviors that users are expected to follow when using social media for school communication. Murfreesboro City Schools authorizes two forms of social media to be utilized for school information – Twitter and Facebook.

Before setting up a social media site, administrators should contact the MCS Communications Department. The Communications Department will ensure sites are set up within the guidelines of MCS.

Staff members must be approved in advance to post/tweet on behalf of the school.

Social networking/media (Twitter & Facebook) may be used to connect with others, share educational resources, create and curate educational content, and enhance the school experience.

While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

Social media users must treat each post as if anyone in the world could access that post and could access it forever. All posts must be approached as if they would be plastered on any television station or newspaper front page in the world.

The following social networking/media guidelines should be followed when representing the school in the virtual world.

Use good judgment

- Good judgment should be used in all situations.
- Personnel should be familiar with the school's social media policy and other appropriate policies, and those policies should be followed.
- Regardless of privacy settings, assume that all the information you have shared on your social network is public information.

Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be a good listener

- Keep in mind that one of the biggest benefits of social media is it gives others another way to talk to you, ask questions directly and share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, ask for further feedback, etc.
- Always be doing at least as much listening and responding as you do "talking."
- Check your social media sites at least daily.

Don't share the following:

Confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private. Do not use your birth date, address, and cell phone number on any public website.

Private and personal information

- NEVER give out or transmit personal information of students, parents, or co-workers
- Always respect the privacy of the school community members.
- Do not give out student's last names or include three identifiers (Katie, Ms. Brown's 2nd grade class, Black Fox).

Please be cautious with respect to:

Images

- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- You may use photos and video that are available on the school's website.
- It is not acceptable to post pictures of students without the consent of their parents (see handbook).
- It is not acceptable to post pictures of others (co-workers, etc.) without their permission.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the school is ultimately responsible for any content that is shared. For that reason, as a rule, we do not repost, like, share or follow individuals. Don't blindly repost a link without looking at the content first.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They serve a purpose and protect you and the school.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

And if you don't get it right…

- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.
- Apologize for the mistake if the situation warrants it.
- If it's a MAJOR mistake (e.g., exposing private information or reporting confidential information), please let the MCS Communications Department and/or school administrator know immediately so the school can take the proper steps to help minimize the impact it may have.

Internet Etiquette

- Users should always use the Internet, network resources, and online sites in a courteous and respectful manner.
- Users should recognize that among the valuable content online is unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the Internet.
- Users should not to post anything online that they wouldn't want parents or other teachers to see. Once something is online, it's out there—and can sometimes be shared and spread in ways you never intended.

Board Related Policies: 4.406, 5.6101