



## **Employee Social Media Guidelines School District of Clay County**

In accordance with the School District of Clay County's Employee Handbook, the District expects employees to set and maintain high ethical standards in their use of social networking. Personal use of social media may have an effect at work. While at times it is easy to tell whether social media use is personal or professional, at other times it may be difficult to distinguish fully between different uses. Sometimes, personal social media use, including off-hours use, may result in disruption at work and the District may need to get involved. This could include disciplinary action. It is important to remember that infractions outlined in the SDCC Employee Handbook prohibiting certain types of communication also apply to electronic communication. To be safe, be in control of what you do online, even if it is during personal time.

### **Guidelines for Employee Use of Social Media**

- Think before you post. The School District of Clay County asks employees to use discretion when posting to social media sites and to follow the SDCC Employee Handbook. Employees should conduct themselves online as they would at work.
- When using a social media site, an SDCC employee is strongly discouraged from including current, minor students as "friends," "followers," or any other similar terminology used by various sites. Employees are also required to follow all applicable privacy laws when referencing students or posting photos and video of students on private or SDCC affiliated social media accounts. Though it may seem appropriate to celebrate or publicly recognize student successes, posting identifying information or media is prohibited.
- If you see anything of concern on a student's or fellow employee's social networking page or account, you should promptly contact your immediate supervisor.
- Use of school or district logos or images on your personal social networking sites is prohibited. The School District of Clay County reserves the right to request school-related images or content posted without permission to be removed from the internet. If you wish to promote a specific activity or event, you may do so only by means of a link to school or district official social media accounts.
- Be thoughtful about what you share online and consider how it would appear to family, friends, colleagues, and the school community. Do not post or link anything (photos, videos, web pages, audio files, forums, groups, fan pages, etc.) to your social networking site(s) that you wouldn't want anyone to access. Social media venues are public and information can be shared beyond your control. What you present on social networking forums represents you forever.
- When responding to others, remember to be respectful and avoid comments that may be hurtful. Do not use profane, obscene, or threatening language. Employees should always take responsibility for what they post. Do not misrepresent yourself by using someone else's identity.
- Only accept invitations to share information from people you know. Utilize privacy settings to control access to your network, web pages, profile, posts, blogs, wikis, podcasts, digital media, forums, groups, fan pages, etc.
- Online stalkers and identity thieves are a real threat. Never share personal information, including, but not limited to: Social Security numbers, phone numbers, addresses, exact birthdates, and pictures with parties you don't know or on unsecure sites. Users should keep their passwords secure and never share passwords with others. If someone tampers with your blog, email, or social networking account without you knowing about it, you could be held accountable.