



Department: COM
Policy Number: COM-A002
Effective Date: 12/12/11

ADMINISTRATIVE POLICY

The online version of this policy is official.
Therefore, all printed versions of this document are unofficial copies.

SOCIAL MEDIA USE POLICY

Professional Use of Social Media

Clarksville-Montgomery County School System (CMCSS) recognizes that employees, students and parents engage in electronic forms of communication for their daily interactions with friends, family, and their larger social networks. CMCSS too uses e-mail, websites, blogs, text messaging, and use of public social media networks to communicate with similar groups. Whereas, these forms of communications are dynamic, mobile, and quickly reach their audience through technologies that have become an integral part of our online lives, they may, in some circumstances, not meet the public and professional standards for communicating with students and parents.

To this aim, CMCSS has developed this Social Media Use Policy to provide direction for employees when participating in online social media activities. It is important to create an atmosphere of trust and individual accountability, keeping in mind that information produced by CMCSS employees is a reflection on the entire district. By accessing, creating or contributing to any blogs, wikis, or other social media for classroom or district use, employees agree to abide by these expectations. Please read them carefully before posting or commenting on any blog or creating any classroom blog, wiki and/or podcast or other social media.

CMCSS will maintain an official social media presence using sites such as (but not limited to) Facebook and Twitter for district wide events and announcements. These official pages will be designated with logos and language to maintain the branding of the schools and the system.

School System employees personally are responsible for the content they publish online. Be mindful that what is published will be public for an indefinite time. Employees' online behavior should reflect the same standards of honesty, respect, and consideration that would be used face-to-face. Remember that blogs, wikis and podcasts are an extension of the classroom. What is inappropriate in the classroom should be deemed inappropriate online.

The lines between public and private, personal and professional are blurred in the digital world. By virtue of employees identifying themselves as CMCSS employees online, they are now connected to colleagues, students, parents and the school community. Employees should ensure that content associated with them is consistent with his or her work in the Clarksville-Montgomery County School System. When contributing online do not post confidential student information.

Respect copyright and fair use guidelines. See [U.S. Copyright Office - Fair Use](#).

The intent of this policy is to raise awareness about what is appropriate, ethical, legal and professional use of a valuable shared resource, not to enumerate all uses that are or are not appropriate.

A hyperlink to outside sources is recommended. Be sure not to plagiarize and give credit where it is due. When using a hyperlink, be sure that the content is appropriate and adheres to CMCSS policy.

Personal Use of Social Media

School District employees are personally responsible for all comments/information they publish online and should be mindful that what is published will be public for a long time—protection of privacy is paramount.

Online behavior should reflect the same standards of honesty, respect, and consideration that is used face-to-face, and should be in accordance with the highest professional standards. By posting comments or having online conversations, etc. on social media sites, employees are broadcasting to the world. Be aware that even with the strictest privacy settings what is said 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 the school system 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, employees should consider whether the images reflect employee’s professionalism. Photographs relating to alcohol or tobacco use may be deemed inappropriate.

Comments made using media such as Twitter or other forms of microblogging are not protected by privacy settings. Employees should be aware of the public and widespread nature of such media and again refrain from any comment that could be deemed unprofessional.

Implementing Procedures: [COM-G003](#) Social Media Use Guidelines

Related Policies: [HUM-A034](#) School District Communication System Usage
[TCH-A002](#) Technology Acceptable Usage

Associated Documents: Family Educational Rights and Privacy Act (FERPA)
<http://www2.ed.gov/policy/gen/guid/fpc/ferpa/index.html>

Revision History:

<u>Date:</u>	<u>Rev.</u>	<u>Description of Revision:</u>
12/12/11	IR	Initial Release

***** End of Policy *****