

Social Media Guidelines

The Holden R-III School District understands the importance of teachers, students and parents engaging, collaborating, learning, and sharing in digital environments. To this aim, Holden R-III School District has developed the following guidelines to provide direction for instructional employees when participating in online social media activities. Whether or not an employee chooses to participate in a blog, wiki, online social network or any other form of online publishing or discussion, it is his or her own decision. Free speech protects educators who want to participate in social media, but courts have ruled that schools can discipline teachers if their speech, including online postings, disrupts school operations. The Holden R-III School District social media guidelines educate employees who participate in social computing, striving to create an atmosphere of trust and individual accountability, keeping in mind that information produced by Holden R-III School District teachers is a reflection on the entire district and is subject to the district's Acceptable Use Policy. By accessing, creating or contributing to any blogs, wikis, podcasts, video or other social media for classroom or district use, you agree to abide by the guidelines shown below. Please read them carefully before posting, commenting or creating any blog, wiki, podcast, video or other social media.

Personal Responsibility

- Holden R-III School District employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.
- When possible, classroom or organization **fan** pages rather than regular pages should be created to provide communication to the readers without those individuals' posts appearing on the organization's fan page.
- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- When posting opinions online, be sure you say that the information is representative of your views and opinions and not necessarily the views and opinions of your employer.
- Remember that online content is an extension of your classroom or organization. What is inappropriate in your classroom or organization should be deemed inappropriate online.
- The lines between public and private, personal and professional are blurred in the digital world. By virtue of identifying yourself as a Holden R-III School District employee online, you are now connected to colleagues, students, parents and the school community. You should ensure that content associated with you is consistent with your work at Holden R-III School District.
- Avoid online **friend** relationships with students currently enrolled or of school age.

- When contributing online do not post confidential student or staff information.

Disclaimers

- Holden R-III School District employees should consider including disclaimers within their **personal** blogs that the views are their own and do not reflect on their employer. For example, "The postings on this site are my own and don't necessarily represent my employer's positions, strategies, or opinions."
- This standard disclaimer **does not** by itself exempt Holden R-III School District employees from a special responsibility when blogging, since professional school employees are held to a higher standard in our society.
- **Classroom** social networking sites do not require a disclaimer, but teachers are encouraged to moderate content contributed by students.

Copyright and Fair Use

- Respect copyright and fair use guidelines. See [U.S. Copyright Office - Fair Use](#).
- Hyperlinking to outside sources is recommended. Be sure not to plagiarize and give credit where it is due. When hyperlinking be sure that the content is appropriate.
- It is recommended that blogs be licensed under a [Creative Commons Attribution 3.0 United States License](#).

Profiles and Identity

- Remember your association and responsibility with the Holden R-III School District in online social environments. If you identify yourself as a Holden R-III District employee (ex., using your school email address, linking to your school web page), ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students. Remember how you represent yourself online should be comparable to how you represent yourself in person.
- Be cautious how you setup your profile, bio, avatar, etc.
- When uploading digital pictures or avatars that represent yourself make sure you select a school appropriate image. Employee handbook guidelines apply to the digital world too. Also remember not to utilize protected images. Images should be available under Creative Commons or your own.

Social Bookmarking

- Be aware that others can view the sites that you bookmark.
- Be aware of words used to tag or describe the bookmark.
- Be aware of URL shortening services and verify the landing site they point to before submitting a link as a bookmark.
- Attempt to link directly to a page or resource if possible as you do not control what appears on landing pages in the future.

Requests for Social Media Sites

The Holden R-III School District understands that technology is constantly changing and that many sites have pedagogical significance for teacher and student use.

- If you would like to request that an online site be accessible to use for teaching and learning, please contact the District Technology Director.
- Requests will be reviewed and evaluated taking into consideration bandwidth limitations and security.
- A description should be provided of the intended use of the site and what tools on the site match your needed criteria.
- A link to the sites privacy policy should be included if possible.
- When using student photos, check with your building office for a list of students whose parents have not given their consent to have their child's name, photo, etc. released.