



Plymouth Public Schools recognizes the importance of online social media networks as a communication and learning tool which can serve to enhance education, communication, and learning. With the use of social media, we can benefit both educationally and professionally.

Plymouth Public Schools wants to ensure that all staff and students using social media for professional purposes do so in a safe and responsible manner. These social media guidelines provide guidance regarding recommended practices for professional social media communication between Plymouth Public School employees, as well as social media communication between Plymouth Public School employees and students.

If you are an employee contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media, these guidelines affect you. Social media includes the various online technology tools that enable people to communicate easily over the Internet to share information and resources, using multimedia communications such as text, audio, video, images, podcasts, and any other multimedia communication.

These guidelines are tailored to social networking sites such as Facebook, Twitter, YouTube, LinkedIn, Blogs, Google+, Flickr, Instagram, Snapchat, and any other kind of social media both on and off the District network.

STAFF RESPONSIBILITY WITH SOCIAL MEDIA

- Professional social media is a work-related social media. Employees should maintain separate Professional and Personal Social Media Accounts. Treat professional and personal social media space and communication like a classroom and/or a professional workplace; use caution, good judgment, and common sense when using social media. Remember: "If you would not bring it into the classroom, do not post it online."
- Employees should not list current students as "friends" on networking sites, "follow" students on sites like Twitter or have inappropriate contact with students via social websites, email, or phone.
- Employees should not post or send items with sexual content or images exhibiting or advocating the use of drugs or alcohol.
- Employees should not have online interactions with students on social networking sites outside of those forums dedicated to academic use.

SOCIAL MEDIA RESPECT

- Express your ideas and opinions in a respectful and ethical manner.
- Use good taste with your communications.
- Do not insult others, including others outside our district.
- When confronted with a difference of opinion, it is best to be resolved off-line.
- If you make an error, correct it quickly.

SOCIAL MEDIA CONTENT AND CONFIDENTIALITY

- Be aware of what you publish. Content should be kept current and accurate. Make sure you do not disclose or use confidential information. Prior approval is needed before you cite or reference students, parents, and colleagues.
- Content owner must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork, or any other multimedia. Before posting photographs of students, staff shall review the list of students whose parents have NOT consented to having their child's photograph taken or published. No student photographs should be published for personal, promotional, or other non-school related purpose.
- It is acceptable to discuss general details for your lessons, events, and projects as well as using generic identification for an individual (such as Teacher, Student) as long as the information provided cannot be used to identify an individual and violate privacy laws.
- Public social networking sites could be used to conduct school business, only if general in nature.
- Content must not violate copyright laws. Cite your sources including website, books, and media produced by others.

EMPLOYEE TRANSPARENCY

- Use your real name and identify your employment relationship with the District for professional social media accounts. If you publish to a site outside the District's network, please use a disclaimer to state in clear terms that the views expressed are the employee's and that they do not necessarily reflect the views of Plymouth Public Schools.

ONLINE IDENTITY MONITORING

- Monitor your "online identity" by performing search engine research on a routine basis in order to prevent your online profiles from being fraudulently compromised or simply to track information posted about them online.
- If you find that there are posts on your social media accounts which you did not create, change your password IMMEDIATELY.