Staff Guidelines for Use of Electronic/Social Media

North Kansas City Schools encourages staff to use electronic media to communicate with parents and students. We have created guidelines for the use of such media for several reasons.

1. We want to protect the students, staff, and district.
2. Lines between public/private and personal/professional are blurred in the digital world.
3. Even personal social media sites can fall under the Staff Conduct board policy and can be grounds for disciplinary action and part of your evaluation.

Board Policy – Staff/Student Relations -

Does the communication pass the TAP test?
Electronic communication with students and parents should always be Transparent, Accessible, and Professional as defined below:

1. **The communication is transparent.** ALL electronic communication between staff and students/parents should be transparent. As a public school district, we are expected to maintain openness, visibility and accountability in regards to all communication.
2. **The communication is accessible.** ALL electronic communication between staff and students/parents should be considered a matter of public record, part of the District archives, and/or may be accessible by others.
3. **The communication is professional.** ALL electronic communication from staff to students/parents should be written as a professional representing the North Kansas City School District. This includes word choice, tone, grammar, and subject matter that model the standards and integrity of a NKC Schools professional. Always choose words that are courteous, conscientious, and generally businesslike in manner.

District Website pages
1. If using student photos, make sure to NEVER use students who are part of the “Not Pictured” lists (check with your building secretary).
2. If using student photos, you may use first name only to identify students.
3. If posting links to outside educational websites, please include the following disclaimer:
   a. “This page contains links to outside sources. North Kansas City Schools is not responsible for any content housed/published on those sites/servers.”
4. Information on teacher webpages must be kept up-to-date.
Twitter
Any building, group/organization, or teacher who would like to create a Twitter account to communicate with students and parents should follow the guidelines below.

1. When creating a Twitter account, use your District e-mail.
2. Only "follow" other school Twitter accounts and educational/news/professional/group-related accounts.
3. If you have a webpage or Facebook page, include the URL as part of the Twitter profile to direct people to your website.
4. Notify your building principal and/or Activities Director (if sport/activity) of your plans to use Twitter for communication.
5. If using student photos, make sure to NEVER use students who are part of the "Not Pictured" lists (check with your building secretary).
6. If using student photos, you may use first name only to identify students.
7. Your Twitter account may be linked to your Facebook Fan page so that all updates to the Fan Page are also tweeted to your followers.
8. Notify parents and students of your intent to use Twitter to communicate information to the group in addition to your other methods (group/activity website, e-mail, formal letters, etc.).
9. Share with both students and parents the Social Media Guidelines for Students (below). Discuss appropriate online behavior with your students.
10. Promote your Twitter account by including your Twitter handle on your email signature line, posting it on your website, including it in introductory materials for parents/students, etc.

Facebook Fan Page
A Facebook Fan Page, not a Facebook Group, can be appropriate as a supplemental method of communicating electronically with student groups and parents. Unlike Facebook groups, Fan pages are visible to unregistered students and parents and thus indexed and easier to find. Any building, group/organization, or teacher who would like to create a Facebook Fan page should follow the guidelines below.

1. Make sure that your settings do NOT allow fans to be able to post, or add photos, videos or links to your wall.
2. Select Education for your page type.
3. Set the Profanity Blocklist to Strong.
4. Turn the Message button off.
5. Use your North Kansas City Schools e-mail address to register as contact for the page so that any feedback or comments on the page are sent to the District, not to your personal e-mail account.
6. Notify your building principal and/or Activities Director (if sport/activity) of your plans to use a Facebook Fan Page for communication.
7. If using student photos, make sure to NEVER use students who are part of the "Not Pictured" lists (check with your building secretary).
8. If using student photos, you may use first name only to identify students.
9. Notify parents and students of your intent to use a Facebook Fan Page to communicate information to the group as a supplement to your other methods (group/activity website, e-mail, formal letters, etc.) and that these pages contain commercial advertising that are not endorsed by the District.

10. Share with both students and parents the Social Media Guidelines for Students (below). Discuss appropriate online behavior with your students.

11. Create a unique URL for your page once you have enough fans.

12. "Like" the District's Facebook page and other district pages from your Fan page. Share posts from other District Facebook pages on your page.

13. Make sure to include the District's Posting Guidelines (below) on your in the Basic Information-Description section of the Fan Page.

14. Promote your Facebook account by including your Facebook URL on your email signature line, posting it on your website, including it in introductory materials for parents/students, etc.

**District Posting Guidelines**

North Kansas City Schools wants to hear from you, and we welcome and appreciate your comments and feedback. To keep this page a safe forum for sharing your experiences, suggesting improvements or joining a conversation, we are setting a few simple guidelines.

1. This page is moderated and all comments are reviewed by the North Kansas City Schools Communications Department.

2. To ensure exchanges that are informative, respectful of diverse viewpoints and lawful, we will not allow comments that are:
   a. **Spam**: Comments selling a product or service will be removed.
   b. **Personal attacks**: If you disagree with a post, we'd like to hear from you. We do ask that you refrain from personal attacks or being disrespectful of others.
   c. **Illegal**: Laws that govern use of copyrights, trade secrets, etc., will be followed.
   d. **Language**: Comments including, but not limited to, profane or provocative language, hateful, racially or ethnically offensive or derogatory content, threats, obscene or sexually explicit language will be deleted.

Thank you!

**Best Practices for Use of Social/Electronic Media**

The following are suggestions to assist you in creating, maintaining or participating in the various forms of communication and social networking sites available. This is not a comprehensive list and will continue to be updated. Your social networking pages are a reflection of you as a professional and as a member of the North Kansas City Schools team.

1. Avoid defamatory comments, obscene material or proprietary information.
2. Do not post or state anything that you would not state at the front of the classroom.
3. Assume whatever is posted/written will be seen by everyone.
4. Do not discuss students or other employees.
5. Consider whether postings will adversely impact your ability to be a role model for students.
6. Never accept a friend request from a student on your personal Facebook profile. If a friend request is received from a student, notify the administration and parents.
7. Set privacy settings to carefully control individuals who will have access. Limit the types of information that your friends can view. Consider creating friend lists and set different permissions for different lists.
8. Check your site regularly.
9. Use strong passwords that are different than other used.
10. Be mindful that anything you publish will be public for a long time – protect your privacy.
11. During a crisis/emergency situation associated with the school/district, staff should not be posting or asking for information via social media, texting, or email. During these situations, rumors can spread quickly and staff should be using this time to ensure the safety of those in their care.

Social Media Guidelines for Students

All student social media accounts (e.g., Facebook, Twitter, etc.) will be PERSONAL accounts. School related pages should be created by school personnel such as an activities sponsor, coach, teacher or administrator.

- Be aware of what you post online. Social media venues are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you wouldn’t want friends, enemies, parents, teachers, or a future employer to see.

- Follow the school’s code of conduct when writing online. It is acceptable to disagree with someone else’s opinions, however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.

- Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates, and pictures. Do not share your password with anyone besides your teachers and parents.

- Linking to other Web sites to support your thoughts and ideas is recommended. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.

- Do your own work! Do not use other people’s intellectual property without their permission. Be aware that it is a violation of copyright law to copy and paste other’s thoughts. It is good practice to hyperlink to your sources.

- Be aware that pictures may also be protected under copyright laws. Verify you have permission to use the image.
• How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.

• Blog and wiki posts should be well written. Follow writing conventions including proper grammar, capitalization, and punctuation. If you edit someone else's work, be sure it is in the spirit of improving the writing.

• If you run across inappropriate material that makes you feel uncomfortable, or is not respectful, tell a parent or teacher right away.

• Students who do not abide by these terms and conditions may lose their opportunity to take part in the project and/or access to future use of online tools. Please reference the district's Technology Usage Policy online at: https://eboard.eboardsolutions.com/ePolicy/policy.aspx?PC=EHB&Sch=110&S=110&RevNo=1.01&C=E&Z=P

Also, please refer to Board policy regarding Student Discipline addressing the consequences, including suspension or expulsion, for students whose conduct is prejudicial to good order and discipline in the schools or impairs the morale or good conduct of other students. https://eboard.eboardsolutions.com/ePolicy/policy.aspx?PC=JG&Sch=110&S=110&RevNo=1.11&C=J&Z=P

Social Media Guidelines for Parents

Classroom blogs and other social media are powerful tools. They create communication and collaboration opportunities between students, parents, teachers and other district personnel, and can have a positive impact on learning. North Kansas City Schools encourages parents to view and participate by adding comments on district/school/teacher sponsored social media sites when appropriate (including Facebook, Twitter and Blackboard).

Parents are asked to adhere to the following guidelines:

• Parents will receive communication from teachers prior to their child’s involvement in any project using online social media applications, i.e., blogs, wikis, podcast, etc.

• Parents should not attempt to destroy or harm any information online.

• Parents should not use classroom social media sites for any illegal activity, including violation of data privacy laws.

• Parents are highly encouraged to read and/or participate in social media.

• Parents should not distribute information that might be deemed personal about other students via social media.

• Parents should not upload or include any information that does not also meet the Student Guidelines.
Parents experiencing concerns with their student’s education, school environment, school activities and/or interaction with a teacher or administrator are encouraged to speak to school and/or District Leadership BEFORE turning to outside sources such as the media for resolution. Please work through District channels first.

For additional information on the district’s Technology Usage Policy, visit: https://eboard.eboardsolutions.com/ePolicy/policy.aspx?PC=EHB&Sch=110&S=110&RevNo=1.01&C=E&Z=P

Be a responsible digital citizen and remember to THINK before sharing on social media!
T – Is it TRUE?
H – Is it HELPFUL?
I – Is it INSPIRING?
N – Is it NECESSARY?
K – Is it KIND?