What is social media?

Social media is defined as any form of online publication or presence that allows interactive communication or connection, including, but not limited to, social networks, blogs, internet websites, internet forums, chats, wikis or micro-blogging.

Separate Professional and Personal

- Use different email accounts to register for professional and personal social media accounts.
- Use your district email for district related accounts.
- Use your personal email for any personal accounts.
- Don’t mix the two

Why is the District issuing guidance regarding social media?

Social media technology offers many educational benefits. The District is providing guidance on recommended practices for employees to take advantage of this technology in a manner that encourages professionalism, responsibility, safety and awareness.
USING SOCIAL MEDIA IN NMSD

Employees should consider the intended audience for the site and consider the level of privacy assigned to the site, specifically, whether the site should be a private network (for example, it is limited to a particular class or particular grade within a school) or a public network (for example, anyone within the school or a larger group within the District community can participate).

Apply the same standards of conduct expected in District professional settings or classrooms.

Respect professional boundaries with students.

Comply with existing District policies and applicable federal and state laws.

Do not disclose confidential information.

Prohibit the use of harassing, obscene, discriminatory, defamatory or threatening language.

Do not post individually identifiable student

Monitor the actions of students who participate in school sponsored social media sites.

USING PERSONAL SOCIAL MEDIA

In order to maintain a professional and appropriate relationship with students, District employees should not communicate with students who are currently enrolled in District schools on personal social media sites.

This provision is subject to the following exceptions if an emergency situation requires such communication, in which case the District employee should notify his/her supervisor of the contact as soon as reasonably possible.

PROFESSIONAL SOCIAL MEDIA SHOULD

Address reasonable instructional, educational, communication or extra-curricular program matters.

Obtain supervisor’s approval.

Grants the supervisor or designee admin rights.

Include obvious language on the site identifying it as a professional social media site.

Notify parents about social media activities their children will be invited to participate in prior to launch, and respond to concerns.

Report professional social media account use to your supervisor.

Reference Board Policy 2026

For more information visit: www.nmsd.wednet.edu

Do not post individually identifiable student

Monitor the actions of students who participate in school sponsored social media sites.