

# **Social Media Guidelines – Canyons School District**

## **What is Social Media?**

Canyons School District defines social media as Internet tools that help students, teachers, parents, and other school personnel communicate and collaborate effectively. Specific examples of popular social media tools include, but are not limited to: video sharing (YouTube, Ustream), social networking (Facebook, Twitter, Ning), image sharing (Flickr), blogs, wikis, and online discussion boards.

If educators, parents, or students engage in social media, they should follow these general guidelines of etiquette:

- Everything online is public, and should be treated as such.
- Respect confidentiality, the rights of others, and copyright law.
- Post positive, meaningful, and thoughtful comments.
- Disagree nicely without disparaging comments.

## **Educators and Social Media**

Effective Educators:

- Establish and maintain a professional brand (consistent image).
- Maintain consistent behavior on and offline.
- Are aware of the permanency of the Internet and think before they post.
- Maintain a public, professional relationship with students and their parents.
- Ask permission before posting pictures or videos of others.
- Identify themselves as employees of Canyons School District.

Without exception, educators are required to receive parental permission before they post pictures or videos of students.

## **Students and Social Media**

Effective Students:

- Maintain proper professional relationships with any school employee.
- Do not bully others online.
- Are open offline about what they experience online.
- Report inappropriate online behavior.
- Avoid posting personal information.

## **Parents and Social Media**

Effective Parents:

- Monitor their child's use of social media.
- Talk frankly to their child about proper online relationships and behaviors.
- Are friends with their children online.
- Are involved and aware.