

Hopewell Valley Regional School District

Facebook, Twitter and Other Social Media Staff Guidelines

Facebook and Twitter are very powerful communication and educational tools for today's society. Employees of Hopewell Valley Regional School District (HVRSD) are encouraged to embark in the social media world and leverage these tools. However, the following guidelines have been established to provide direction on the appropriate use of Facebook and Twitter to all employees.

Personal Use of Facebook

HVRSD employees are encouraged to keep their personal lives personal even in the digital world where personal and professional can become blurred. The friending of students is strongly discouraged both on a staff member's page and on a student or parent's page.

If you have a personal Facebook account, the following response is recommended when denying such requests:

If you are a student or parent requesting to be my "friend" on Facebook, please do not be offended if I ignore your request. As an employee of Hopewell Valley Regional School District, policy discourages me from "friending" students or parents on my personal Facebook page. I would encourage you to "like" our Hopewell Valley Regional School District Facebook page.

Professional Use of Facebook

When using Facebook as a part of your professional duties as an employee of Hopewell Valley Regional School District, the following guidelines are to be followed:

- Before creating anything on Facebook, contact your immediate supervisor to advise him/her of your plans for the use of Facebook and get approval.
- A designated school administrator must be added as an administrator to any page created. At your school this administrator is Vicky Pilitsis.
- Once approved, the staff member must put a link to your HVRSD Facebook account on your HVRSD staff webpage.
- When using Facebook with a particular class or group of students or parents, the page should be set up as a "group" page. No posts from the general public are to be allowed in your "group" page settings.
- When using Facebook as a communication tool with the masses, the page should be set up as a "fan" page. No posts from the general public are to be allowed in your "fan" page settings.
- No personal Facebook account is to be created and used as part of your HVRSD professional duties.
- The Facebook security/privacy settings for the individual establishing the page should be set so students cannot view personal information about the employee. For example: set all security "for friends only."
- When building a page, you must identify the page in the page description area as a classroom or organization in the "Hopewell Valley Regional School District." The *HVRSD Web Page Guidelines* are to be applied to Facebook.
- The creator of the Facebook page is responsible for monitoring content on the page including appropriateness of postings, use of proper grammar, and the application of the *HVRSD Acceptable Use Policy*.
- No post on any HVRSD-sponsored Facebook account is to promote a business venture or offer business or political endorsements.
- Hopewell Valley Regional School District reserves the right to remove any Facebook page that does not follow these guidelines.

- If you currently have a page established for professional purposes, please be sure that it meets the above criteria

Professional Use of Twitter

When using Twitter as a part of your professional duties as an employee of Hopewell Valley Regional School District, the following guidelines are to be followed:

- Before creating anything on Twitter, contact your immediate supervisor to advise him/her of your plans for the use of Twitter and get approval.
- The creator of the Twitter page is responsible for monitoring content on the page including appropriateness of postings, use of proper grammar, and the application of the HVRSD *Acceptable Use Policy*.
- Once approved, the staff member must either put a link to their HVRSD Twitter account or embed their feed on their HVRSD staff web page if the Twitter page is to be shared with students and/or parents. This will not be necessary if the use of the Twitter account will be for other professional needs.
- No post on any HVRSD-authorized Twitter account is to promote a business venture or offer business or political endorsements.
- No personal Twitter account is to be created and used as part of your HVRSD professional duties.
- In the Twitter account settings, Account:
 - Tweet Media will be unchecked
- In the Twitter account settings, Profile:
 - a logo is to be used representative of your account.
 - a bio is to be entered that will include that this account is a classroom or organization in the "Hopewell Valley Regional School District."
 - your staff website URL will be entered.

Use of Similar Social Media

New social media vehicles are found every day. Although Facebook and Twitter are very popular and their use endorsed by Hopewell Valley Regional School District, there may be other types of social media that may have use by our professional staff. Similar guidelines apply and in all cases, the immediate supervisor should be the first person sought for permission prior to engaging in any social media use by the professional staff member.

Content Standards

The HVRSD *Web Page Guidelines* apply to all use of any social media. Especially important to note is:

- Web page documents may NOT include the following student information: Full student name (although first name and last initial are acceptable), home phone number, address, and email address. Full student names are permissible only when parent permission is granted. Student pictures are allowable with parent permission. Check the student's District Publicity Release in OnCourse. Web page documents may not include any information that indicates the physical location of a student at any given time, other than attendance at a particular school or participation in activities such as athletics.