

Social Media

As an employee, contracted employee, volunteer, or substitute of the district when you are participating in social media networking, you are representing both yourself and the district. It is not the district's intent to restrict your ability to have an online presence and to mandate what you can and cannot say. The district's view is that social media networking is a very valuable tool and continues to advocate the responsible involvement of all district employees.

Social media includes, but is not limited to, internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures, video, email, instant messaging, music-sharing, voice over IP.

Applications for social media include, but are not limited to, Facebook, MySpace, Twitter, Instagram, SnapChat, YouTube, TeacherTube, Yelp, Flickr, Second Life, Pixable, Yahoo groups, Wordpress, Zoominfo, TikTok, and the list is endless.

- Do not post any confidential, sensitive, or proprietary information about the district or any of its employees, students, volunteers, substitutes, coaches, vendors, or board members.
- Speak respectfully about current, former, and potential stakeholders. Do not engage in name-calling or behavior that will reflect negatively on you or the district's reputation.
- Beware of comments that could reflect poorly on you and the district. Social media sites are not the forum for venting personal complaints about supervisors, co-workers, students, coaches, volunteers, vendors, or the district.
- As a district employee, contracted employee, volunteer, or substitute be aware that you are responsible for the content you post and that information remains in cyberspace forever.
- Use privacy settings when appropriate. Remember, the Internet is immediate and nothing posted is every truly private nor does it expire.
- If you see unfavorable opinions, negative comments or criticism about you or the district do not try to have them removed or send a written reply that will escalate the situation. Forward the information to Human Resources, your immediate supervisor, or the Superintendent.
- If you are posting to personal networking sites and are speaking about job related contact or about the district, identify yourself as a district employee, contracted employee, volunteer, or substitute and use a disclaimer making it clear that these views are not reflective of the views of the district. *"The opinions on this site are my own and do not necessarily represent the views of the Gilchrist County School District."*
- Be respectful of others.
- Do not post obscenities, slurs or personal attacks that can damage both you and your reputation as well as the reputation of the district.
- Do not post obscene pictures of yourself or others.
- Do not post pictures of or about students without parent/guardian permission.
- Do not post pictures of others in relation to the district without that individual's consent.
- Refrain from networking with students in a casual manner, outside of school related activities and functions.