



Establishing a school or district-related social media account

Staff using social media both personally and professionally should adhere to the Staff Acceptable Use of Technology Policy 7540.04. Personal and professional use of social media is described in this policy as follows:

An employee's personal or private use of social media may have unintended consequences. While the Board respects its employees' First Amendment rights, those rights do not include permission to post inflammatory comments that could compromise the District's mission, undermine staff relationships, or cause a substantial disruption to the school environment. This warning includes staff members' online conduct that occurs off school property including from the employee's private computer. Postings to social media should be done in a manner sensitive to the staff member's professional responsibilities.

In addition, Federal and State confidentiality laws forbid schools and their employees from using or disclosing student education records without parental consent. See Policy 8330. Education records include a wide variety of information; posting personally identifiable information about students is not permitted. Staff members who violate State and Federal confidentiality laws or privacy laws related to the disclosure of confidential student or employee information may be disciplined.

Staff members retain rights of communication for collective bargaining purposes and union organizational activities.

Any staff member who wishes to establish a social media site for a Wooster City Schools' office, school, class, athletic, academic or extracurricular program must first register their intent with their supervisor and the Superintendent's Office with the following information:

- Social Media Site
- Screen name/user name to be used
- Email account registered with this social media site*
- Password for this account

*WCSD staff who are issued a Wooster City Schools email account must use this email address when registering a school or district related social media account

When using a professional social media site employees are expected to:

- Comply with all District policies, copyright, State and Federal laws
- Disclose their affiliation with the district on the front page of the social media site (e.g. “This is the official Facebook page for Cornerstone Elementary School”)
- Refrain from posting or otherwise publishing images that include students without parental release forms on file
- Monitor at all times the activity of the social media site including comments and posts made by visitors to the site.
- Express ideas and opinions in a respectful manner. All communications should be done in good taste. Consider carefully what you post through comments and photos to ensure the context is clearly understood by those viewing them.
- Do not criticize or insult others including students, staff, administrators, parents, or other districts.
- Any social media posts must be in accordance with the appropriate school handbook and represent the district brand and values at all times.
- Continue to use district-provided accounts such as district email, Remind, OneCallNow, district website and ProgressBook for any official business related to your program. Parents/students should not be required to join a social media site to find out the necessary information for participation in your program.

A violation of these guidelines could be regarded as a form of professional misconduct and may result in disciplinary action. Any post that puts the District’s reputation at risk or violates District policy, State or Federal law will be taken down.