

CISD Social Media Guidelines

Overview

The Coppell Independent School District recognizes that part of 21st century learning includes the ability to adapt to the changing methods of communication of which technology plays an even-increasing role. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning. To this end, CISD has developed the following guidelines to provide direction for employees, students and the school district community when participating in online social media activities. Whether or not an employee chooses to participate in online social networking or any other form of online publishing or discussion is his or her own decision. Free speech protects educators who want to participate in social media, but the laws and courts have ruled that schools can discipline teachers if their speech, including online postings, disrupts school operations. The Coppell Independent School District social media guidelines were developed so employees may participate in online social media activities as a relevant 21st century method of communication.

Before you decide to use social media, you must know the [Acceptable Use for Technology Resources Guidelines](#) for Coppell ISD. Remember, that when you use social media in the name of the Coppell Independent School District, you forfeit your individuality and become a representative of the school district, transcending any personal beliefs and ideologies. If you have questions about the use of social media, make sure to contact the Department of Communications & Public Relations.

These guidelines will change as new technologies and social networking tools emerge. It is your responsibility to review them periodically to make sure you have the most current information.

Social Media: refers to any user generated content sites that include, but are not limited to sites like Facebook, Flickr, YouTube, Twitter, MySpace, Ning, Google Apps, Skype, Wikis, Social Networks, Forums, Blogs, and other content sharing sites.

This new model for interaction can help you create a stronger and more successful learning relationship with the students, parents, and the community **if used properly**.

If you decide to participate in social media:

- **Be Informative** – Be relevant and provide educational value (don't post for the sake of posting). Stick to your area of expertise and provide unique individual perspectives in your postings.
- **Be Accurate** – Do fact checking *before* posting information and provide supporting sources when needed. Respect proprietary information, content, and confidentiality.
- **Be Respectful** – Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive. Be careful and considerate. Some topics—like politics or religion—slide more easily into sensitive territory. When handling such topics be judicious.
- **Be Thoughtful** – Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- **Be Sure** – Whatever you say online is permanent. *When in doubt, leave it out.* If you're

still unsure, you might want to discuss it with your campus principal or immediate supervisor. Ultimately, what you publish is yours—as is the responsibility. So be sure.

- **Moderate your Content** – Revise comments, images and postings. Make sure the content is “safe” for students, parents, and community.
- **Give Credit** – Beware of copyright guidelines; give appropriate credit to your sources. Don’t post images or content for which you don’t have rights. Cite the source by including the name and URL of the source or hyperlink to the source -confirm that the link goes where it should and that the content is proper.
- **Own and Correct Mistakes** – If you make a mistake, admit it. Be upfront and quick with your correction. If you're posting, you may choose to modify an earlier post—just make it clear that you have done so.

Rules of Engagement

- **Personal Responsibility** – Coppell Independent School District employees are personally responsible for all comments/information they publish online. Be mindful that what you publish is permanent—protect your privacy.
- **Be Professional** – Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face, and be in accordance with the highest professional Standards.
- **Check for Disclaimers/Disclosures** – Do not use photos or movies taken at school without permission. Do not post photos or movies that contain students without parent consent.
- **Be transparent** – Your honesty—or dishonesty—will be quickly noticed in the social media environment. Do not misrepresent yourself by using someone else's identity or misrepresenting your identity. Be honest about who you are, where you work and what you do.
- **Communication with Students** – It is inappropriate to use e-mail, text messaging, instant messaging or social networking sites to discuss with a student a matter that does not pertain to school-related activities. Appropriate discussions would include the student’s homework, class activity, school sport or club, or other school sponsored activity. Electronic communications with students are to be sent simultaneously to multiple recipients, not to just one student. An exception might be when the communication is clearly school-related and irrelevant for persons other than the individual student to receive.

Adapted From:

- *Social Media Guidelines Wiki*
- *Intel Social Media Guidelines*