

Hudson ISD - Bonner Elementary

Social Media Policy

The administration and staff of Bonner Elementary realize that a digital environment (social media) is a fundamental component of 21st Century Learning. Social Media has become a major source of communication, collaboration, extended learning, and the sharing of information in the school community.

The following are guidelines intended to help school employees, students, and parents use social media safely, responsibly, and successfully.

In this document social media refers to online technology tools that enable users to communicate and share information, photographs, and videos over the Internet. Examples of social media tools include, but are not limited to, **Blogs, Wikis, Social Networking Sites** (Twitter, Facebook, Instagram), **Photo/ Video Sharing** (Snapchat, Youtube).



Social Media Guidelines for Bonner Staff - Personal and Professional

Authorization by administration is not required for staff to open a personal social media account. However, if you plan to use social media for instructional purposes (e.g., classroom Twitter or Facebook account), campus administration must be informed.

Classroom social media accounts are seen as extensions of the school and must reflect the mission, vision, and values of the district. If a concern is raised about a classroom account, the campus administration will address any activity that may negatively impact the school.

>Use of social media/networking by staff in a personal capacity

When participating on online social media, school employees need to be mindful of the information they post. District employees should always be appropriate and professional when posting online. The following are guidelines for staff.

- Maintain a sense of professionalism at all times.
- Blended personal and professional accounts are not permitted.
- Staff must never add/accept pupils as friends (including past pupils under the age of 18).
- Staff are strongly advised not to add parents as friends to their personal accounts.
- Staff must **not** post negative comments about school, pupils, parents, or colleagues. (Statements such as "The kids were wild today." and "Bad day at work." are considered negative comments).
- Staff are not allowed use of the district's network, computers, or equipment to access **personal** social media accounts at any time. Access of **personal** social media accounts, during instructional time is not allowed even on personal devices.

>Use of social media by staff in a professional capacity

- Private messages/text between staff and students is prohibited.
- All digital communication between staff and students should be for educational purposes only. Parents should be involved and have access to all communication between student and staff.
- Parents must give consent and have access to his or her child's work, photograph, performances, or awards posted on social media.
- Classroom Twitter accounts, Facebook pages and any other forms of social media must be shared or accessible to campus administration.

>Use of social media by students within school

- Students will follow the district's acceptable use policy.
- Students must have teacher approval to use digital devices including personal devices.
- Students are not permitted to access any social media sites at school or school sponsored events.
- Students are not allowed to take photos of each other or engage in text messaging during school hours or school related functions.
- Cyberbullying or bullying by text whether on or off school premises must be reported to school administration in a timely manner.

>Responsibilities of parents/caregivers concerning social media and the school community

- Parents and caregivers may not post pictures of students other than their own children on social networking sites if these pictures have been taken at a school event.
- Parents and caregivers should make complaints through official school channels rather than posting them on social media sites.
- Parents and caregivers should not post malicious or fictitious comments on social networking sites about any member of the school community.