

# Hudson Middle School

## Social Media Policy

Hudson ISD realizes that part of 21st century learning is adapting to the changing methods of communication. The Hudson Middle Social Media Policy is based on the belief that social media can serve as a powerful tool to enhance education, communication, and learning. Proper utilization of technology can provide both educational and professional benefits, including preparing Hudson Middle School students to succeed in their educational careers.

Hudson Middle School is committed to ensuring that all stakeholders who utilize social media technology for professional purposes including staff and students, do so in a safe and responsible manner. Our goal is to create a professional social media environment that reflects the supportive learning environment of our campus.

Social Media guidelines will provide guidance regarding recommended practices for professional social media communication between employees as well as social media communication between Hudson Middle School staff and our students.

This document will address the nature of social media communications, and the guidelines in place to address recommended practices for use of personal and professional social media practices.

### **Definition of Social Media**

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. ... Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.

Professional Social Media: are forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) for the purpose of sharing information about their professional activities; separate from personal social media in that the audience only sees the professional roles of the person sharing

### **Social Media Guidelines for Hudson Middle School - Personal and Professional**

Hudson Middle School employees should treat professional social media space and communications as they would a classroom environment or workplace. The same standards of professionalism are expected on professional social media sites. If a particular type of behavior is inappropriate in the classroom or professional workplace, then that behavior is also inappropriate on the professional social media site. Professional social media accounts will be considered as extensions of the classroom environment. Hudson Middle School employees

should use caution, sound judgement, and common sense when using professional social media sites.

When establishing professional social media sites, school administration should receive notification and documentation of intent for documentation purposes. If a professional social media site undergoes a significant change or concerns are raised, school administration should be provided notification. School administration will keep a list of all professional social media accounts within operational parameters. Social media documentation should include language identifying the sites professional use, school, department, and grade level using the site.

### **Guidelines Regarding Personal Social Media Sites**

As a recommended practice, Hudson Middle School employees are encouraged to use appropriate privacy settings to control access to their personal social media sites. Employees need to be aware that there are limitations to privacy settings and anything published on the internet can easily become public. Employees are responsible for understanding the rules of personal social media sites.

It is **not** recommended that HISD employees “tag” photos of other employees, students or volunteers without the prior permission of the individuals being tagged. Personal social media use has the potential to result in disruption at school and/or the workplace, and can be in violation of local policies. The posting or disclosure of personally identifiable student information or confidential information via personal social media sites is prohibited. Employees should not use the HISD logos or make representations that their personal social media sites speak in an official school capacity. Whether using personal or private social media sites an employee should maintain a sense of professionalism at all times. Staff should not friend students and are advised to not add parents as friends to their personal accounts. Digital communication between staff and students should be restricted to educational purposes.

These guidelines do not supersede existing HISD policies or State laws. Users of professional and personal social media sites must comply with all applicable federal, state and local laws.