

Social Media Responsible Use Policy

Hudson ISD encourages teachers, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are risks one must keep in mind when using these tools. In the social media world, care must be taken to separate public from private and personal from professional.

The following social networking/media guidelines should be followed:

(1) Use good judgment

- Exercise good judgment in all situations.
- Know and follow the school's Code of Conduct and Privacy Policy.
- Assume that all of the information on your social network is public information.

(2) Be respectful

- Always treat others in a respectful, positive and considerate manner.

(3) Be responsible and ethical

- Do not speak on behalf of the school as a spokesperson, unless you are an authorized spokesperson for the district or campus. Always state that the views expressed in ones postings, etc. are one's own. Stick with discussing school-related matters that are within ones area of responsibility.
- Be open about one's affiliation with the school and the role/position held.

(4) Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and to share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.
- Always do as much listening and responding as you do "talking."

(5) DO NOT share confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private. Do not use ones birth date, address, and cell phone number on any public website.

(6) DO NOT share private and personal information

- To ensure ones safety, be careful about the type and amount of personal information provided. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of students, parents, or co-workers
- Always respect the privacy of the school community members.

(7) Be CAUTIOUS when displaying Images

- Respect brand, trademark, copyright information and/or images of the school.
- Posting pictures of students is acceptable only with the expressed written consent of the student's parents.
- Do not post pictures of others (co-workers, etc.) without their permission.

(8) Be CAUTIOUS about interacting with other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the district is ultimately responsible for any content that is shared. DO NOT repost a link without looking at the content first.
- Pay attention to the security warnings that pop up on one's computer before clicking on unfamiliar links.
- When using Twitter, Facebook and other tools, abide by their printed terms and conditions.

(9) If one realizes that any of the above guidelines has been violated.

- Correct mistake immediately, and document what was done to correct violation.
- Apologize for the mistake if the situation warrants it.
- For a MAJOR violation (*e.g., exposing private information or reporting confidential information*), notify campus and district administration immediately.