



Social Media Policy and Practice

Erin Roberson, Director of Human Resources
Fayette County Public Schools
roberson.erin@mail.fcboe.org



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Benefits of Social Media

- Exciting way to share knowledge, express your creativity, and connect with others
- Great classroom tool
- Can use to model what good digital citizenship looks like
- Can be used for creative media use



Best Practices

- Review your district's social media guidelines.
- Consider having separate professional and personal social media accounts.
- If identified as a school system employee on the social media site, actions fall under the PSC Code of Ethics
- Keep it professional!
- Avoid sharing information about the business of the school system



Best Practices

- Respect student privacy
 - Use photo editing tools to edit out sensitive information.
 - Do not share students' faces or names without parent consent.
 - Do not share confidential information - grades, assessments, discipline, or any part of a student's education record



Best Practices

- Educators should never share personal information with students.
- Never invite students to be “friends” on private social media accounts.
- Do not use school system email addresses or phone numbers for communication on private social media accounts.
- Remember - Any posting could be viewed by students, parents, community members, and other employees!
- Ask yourself - Could this post negatively impact my effectiveness as a school system employee?



Written Policies/Guidelines

Employee Handbook Statement -

[Social Media for Personal Reasons](#)

Website -

[Social Media Use Guidelines](#)

Annual Employee Required Reading -

[Education Data Privacy Procedures](#)



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