

## **Social Media Guidelines**

Social media can be powerful tools for both communication and instruction, and Oregon Trail School District encourages staff to utilize these tools. Following are guidelines for OTSD employees to follow when using Facebook, Twitter or another social media tool for instruction or communication.

- If you set up a social media account or page for your class, team, club or school, notify your building principal and complete the OTSD Social Media registration form on the Staff section of the OTSD website.
- If you will communicate with students through social media, notify parents ahead of time and give them the opportunity to opt their student out. Make sure parents can see all social media communications with their children.
- If students will post content on social media sites as part of an assignment, notify parents before the assignment and tell parents what the related learning objective is. Provide an alternate assignment if any parents object.
- Monitor any social media activity that is assigned as part of a classroom project.
- Before publishing any student photo, video or name, check with your school office to make sure the student is not on the do-not-release list.
- Post only about things that directly relate to your class, team, club or school.
- Keep all communication with students appropriate and professional.
- Do not permit volunteers to have administrative privileges on your site.
- Do not promote outside organizations or businesses.
- Be careful about following or liking other social media accounts. This could be interpreted as an endorsement.
- Respect trademark, copyright and fair use laws.

For more information about using social media for instruction, contact Technology Director Scott Coleman at [scott.coleman@ortrail.k12.or.us](mailto:scott.coleman@ortrail.k12.or.us). For more information about using social media for communication, contact Communication Director Julia Monteith at [julia.monteith@ortrail.k12.or.us](mailto:julia.monteith@ortrail.k12.or.us).