

# SOCIAL MEDIA GUIDELINES

What You Need to Know



## GOAL OF SOCIAL MEDIA ACCOUNTS

The goal of Gunnison Watershed School District's official social media accounts is to provide information about the district and schools in a professional manner. Through our platforms we will build community engagement and positively represent our district, and the students and families we serve. Ongoing communication and collaboration with students, staff, parents, and community is essential to our mission, to ensure all students are successful.



## DISTRICT/SCHOOL ACCOUNTS VERSUS PERSONAL ACCOUNTS

It is important to recognize what social media accounts are considered an official district/school account and which ones have been created for personal use. This distinction is important because student media releases only cover official district or school publications. We define 'publication' to include anything from a printed brochure to an online video, to a photo that has been tweeted or posted to Facebook. To be recognized as an official district/school site, the account must register at <https://bit.ly/gwsdsocialmedia> and meet the following criteria:



### DISTRICT/SCHOOL ACCOUNTS

- The account is not tied to a personal name unless that person is recognized as a figure head or official spokesperson of that school (such as the superintendent or principal).
- If you were to leave your position, the social media account would be transferred to the person hired into the role.
- More than one person in the district must have login access to the account.
- The account must follow all district social media guidelines, branding requirements and district policies.



### PERSONAL ACCOUNTS

- Tied to a personal name or username.
- If you were to leave your position, the social media account would go with you.
- You are the only person with login access to the account.
- If an account is not an officially recognized district/school account, you may not post photos or video that contain *recognizable* images of students. The only exceptions include: 1) they are your own children, 2) it is a public event such as an athletic game or graduation



## POSTING STUDENT PHOTOS AND VIDEOS

On personal social media accounts, photos can be retweeted or shared from official district/school accounts. Additionally, photos can be published directly on personal social media accounts as long as students are not recognizable in the images. Best practice would be to share the great things going on with whoever runs your school/department social media accounts so it can fully posted (after checking to ensure parents have signed the media release for school or district publications).



## REPRESENTING THE PROFESSION OF TEACHING & THE INSTITUTION OF PUBLIC ED

It is important to stay mindful that whenever we publish something online – whether it is through Twitter, Facebook, Instagram, or a blog – we are representing the profession of teaching and the institution of public education to a global audience. It is important to take a moment to think about both the written and visual content to make sure it could not be interpreted in a negative way.



## BOARD POLICY

Please review GBEE - Staff Use of the Internet and Electronic Communications for more information.  
Click here to read in full.



### Credits:

Policy adapted from St. Vrain Valley School District's Social Media Guidelines