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# Web/Social Media Guidelines

## *Creating a Professional Web/Social Media Environment*

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### **Purpose**

These guidelines have been created to ensure Walla Walla Public Schools staff and students utilize social media technology for professional purposes and in a responsible manner. This technology is a powerful tool and can help students and staff members improve communications and efficiencies. We strive to maintain a professional approach to web and social media environments throughout our school district.

### **Definition of Social Media**

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). Examples include, but are not limited to: Facebook, Twitter, Edmodo, YouTube, Google+, and Flickr.

### **Professional Web Site/Social Media Site Request Process**

- Approved request forms are required to establish a school, classroom or activity web site or social media site
- Request forms are available on the district web site or at the Technology Department
- Request forms require building and district office administration approval and must adhere to the district approved site configuration

(NOTE: Meet with school/department computer coordinator for WWPS set-up and site configuration parameters)

### **Examples of Professional Web/Social Media sites**

- School-based (to represent a school) or a Program or Club-based (ASB, Latino Club, Drama Club)

### **Professional Web/Social Media Use**

- All school web/social media sites must be approved and monitored by the building principal (or administrative designee)
- All school web/social media content must follow the district's Acceptable Use Policy/Procedure: 2022
- Professional web/social media may be used for communicating with students to address reasonable instructional, educational or extra-curricular program matters
- Professional web/social media space should be treated like a workplace or classroom setting
- Professional social media site administrators should not "like" other sites (remain objective)

### **Personal Social Media Use**

- All personal web/social media use and content is NOT related to Walla Walla Public Schools
- WWPS employees SHOULD NOT communicate with students currently enrolled in WWPS schools on personal web/social media sites
- WWPS employee personal web/social media sites should not speak in an official WWPS capacity
- Use of WWPS logos, graphics and digital property SHOULD NOT be used on personal sites

### **Additional Information**

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