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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 through which users create online profiles and communities to share information, ideas, personal messages, and other content such as pictures and videos. Examples include, but are not limited to: Facebook, Twitter, Instagram, YouTube, Google+.

#### 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 Technology 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

- Please refer to Board Policy 5242

#### Additional Information

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