

SOCIAL MEDIA DO'S & DON'TS



Lancaster ISD is aware of the power and popularity of social media and our goal is to generate positive and informative information about our district by utilizing the platform. It's a great way to keep our parents and community members informed about all things in Lancaster ISD and provide parents and students with a wealth of information when used in a responsible manner. As you begin this new school year with Lancaster ISD, please post responsibly and keep these social media Do's and Don'ts in mind, before your next post.

SOCIAL MEDIA DO'S

- Post relevant updates and comments.
- If you're in a public forum, keep it light & positive if you must comment.
- Control your settings. Keep up with changes that Facebook and other sites make to their privacy setting.
- Disconnect from negativity.
- Unfriend or block those who continually blast you with negativity or trolling
- Connect with colleagues with whom you feel safe, not the ones you are unsure about.
- Post and tag with care, but ask to tag!
- Highlight what you are proud of. If you or your students and colleagues do something great...let people know about it!
- Always adhere to the electronic media guidelines for Lancaster ISD employees.
- Be mindful about your social media user names. Make sure they are work appropriate.
- Re-read, spellcheck, or edit your social media content prior to posting.
- Do clean up your social media pages. Things you did in 2005 can still pop up in those memories.

SOCIAL MEDIA DON'TS

- Don't follow your students on social media...Period.
- Don't have a public account. Be cautious about your privacy setting on your account.
- Never drink and tweet or post, and be mindful about the type of post you share online.
- Don't set up or update your personal social media accounts using the District's computers, network, or devices.
- Don't use the District's logo or other copyrighted material of the District on your personal accounts.
- Don't post during work hours.
- Think twice before connecting with parents on social media.
- Don't post students on your page.
- Don't tag Lancaster ISD with religious posts.
- Don't reply to media inquiries.
- If you so happen to get a request, please direct them to the Lancaster ISD communications department.
- Don't post with your emotions.