

Kearney Public Schools

Social Media Guidelines

Facebook and other social media sites are powerful communication and education tools for today's society. The following guidelines have been established to provide all employees direction on the appropriate use of social media. Beginning with the 2012-13 school year all of the above guidelines must be followed. If you currently have a page established for work purposes, please be sure that it meets the criteria below.

Personal Use of Facebook and Twitter

KPS employees are encouraged to keep their personal lives personal even in the digital world where personal and professional can become blurred. District procedure discourages employees from "friending" students on their personal Facebook account. Procedures also discourage "friending" parents of students. If you have a personal Facebook account, the following response is recommended when denying such requests.

Sentence for staff to respond to "friend" requests on their personal Facebook page:

If you are a student or parent requesting to be my "friend" on Facebook, please do not be surprised or offended if I ignore your request. As an employee of the KPS School District, our policy discourages me from "friending" students or parents on my personal Facebook page. I would encourage you to friend our school and the Kearney Public Schools District or school Facebook page.

Professional Use of Facebook and other Social Media Sites

When using Facebook or other social media **as a part of your official duties as an employee or representative of the KPS School District**, the following guidelines should be followed:

- Before using Facebook or other social media sites for school purposes, contact your school administrator.
- A designated school administrator **must be** added as an administrator to any page created.
- When building a page you must identify the page in the page description area as an official classroom or organization of the "Kearney Public School District".
- **KPS Facebook Rules of Engagement must be posted on any page associated with the District, a school in the District or the official duties of any staff member.**
- The KPS reserves the right to remove any Facebook page that does not follow the rules of engagement.
- The personal security for the individual establishing the page should be set so students and parents cannot view personal information about the employee. For example: set all security "for friends only"
- You may use official school logos to identify your page.
- **The creator of the page is responsible for monitoring content on the page and deleting any posts that violate the rules of engagement.**
- District personnel will not support individual school pages.

KPS FACEBOOK RULES OF ENGAGEMENT

The goal on Facebook is to share important information about the District, our students, and our schools with the public and to engage in an open and respectful dialogue. To help us accomplish this goal we ask that you abide by the following rules:

- Our Facebook page is a place where we want you to feel comfortable sharing your views about our schools and activities. Please respect the KPS guidelines below when commenting on this page:
- Use appropriate comments. Please make sure your comments are appropriate for an educational environment and fans of all ages. Comments directly relate to our school district are welcome.
- This page is not intended for sharing personal issues and concerns. Comments regarding a personal issue with the District, a school or staff member will be removed.
- Fans should not expect responses to every question or comment posted on this page.
- Be respectful. Personal attacks or comments that are deemed offensive to any member of our community will not be tolerated.
- Inappropriate remarks and profanity will be removed.
- Be factual. Blatantly inaccurate information will not be allowed. False information will be replaced with factual information.
- Advertising or political issues will be removed.
- Please note that any abuse of the above guidelines can lead to removal of the posting and/or the blocking/removal from our Facebook page.
- *Employees of KPS may have personal Facebook pages. Don't be surprised or offended if your request to "friend" them is ignored. District policy encourages staff to keep their personal lives personal.*