



# Staff Social Media Guidelines

Geneva Community Unit School District 304





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OR



# The 21<sup>st</sup> C Learner is . . .



We are: Self-directed, lifelong learners;  
Effective communicators;  
Complex, creative, & adaptive thinkers;  
And collaborative & productive citizens.



# Goals



Encourage the use of social media as a tool for communication and instruction.



Prioritize student privacy and safety by ensuring compliance with FERPA and utilizing best practices.



Reduce staff liability risk exposure by providing for the responsible and ethical use of social media.

# Site Authorization



PRIOR AUTHORIZATION

1. Request site via simple online authorization form
2. Receive approval from Communications Office
3. Name Communications Coordinator as additional administrator in case of emergency



## **Content Disclaimer**

"The views expressed on this site may not reflect the views of Geneva Community Unit School District 304. This site contains user-created content which is not endorsed by the District. The purpose of this site is..."



Name Communications Coordinator as additional administrator in case of emergency



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# Maintenance and Monitoring

Content owners are responsible for maintaining official presence on social media



## Content Must:

-  Comply with state/federal law and school district policies
-  Be kept current and accurate
-  Not violate copyright laws
-  Be monitored for inappropriate or irrelevant user comments

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# Student Privacy and Safety



Guidelines and Best Practices for:

- Posting Photographs and Videos
- Posting Personally-Identifiable Information
- Sharing Student Contact Information

**Ensure compliance with:**

- Family Educational Rights and Privacy Act
- Illinois Student Records Act
- Children's Internet Protection Act

**Bottom Line:** Err on side of caution when it comes to protecting the privacy of students

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# Posting Images & Other Student Info



Staff CAN post pictures of students who are not on "opt-out" list



Staff CANNOT post personally-identifiable information without the parent's express permission

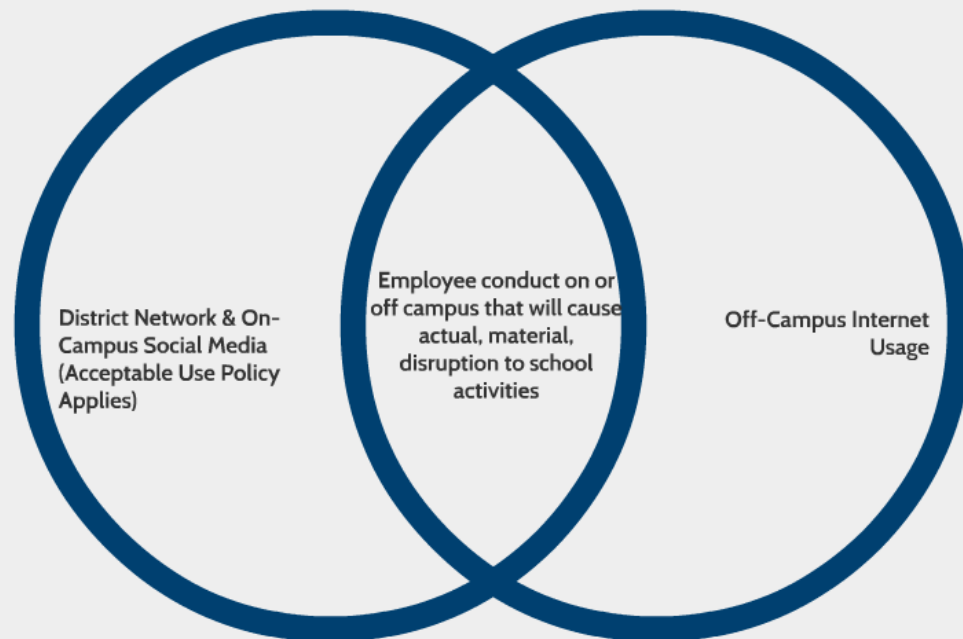


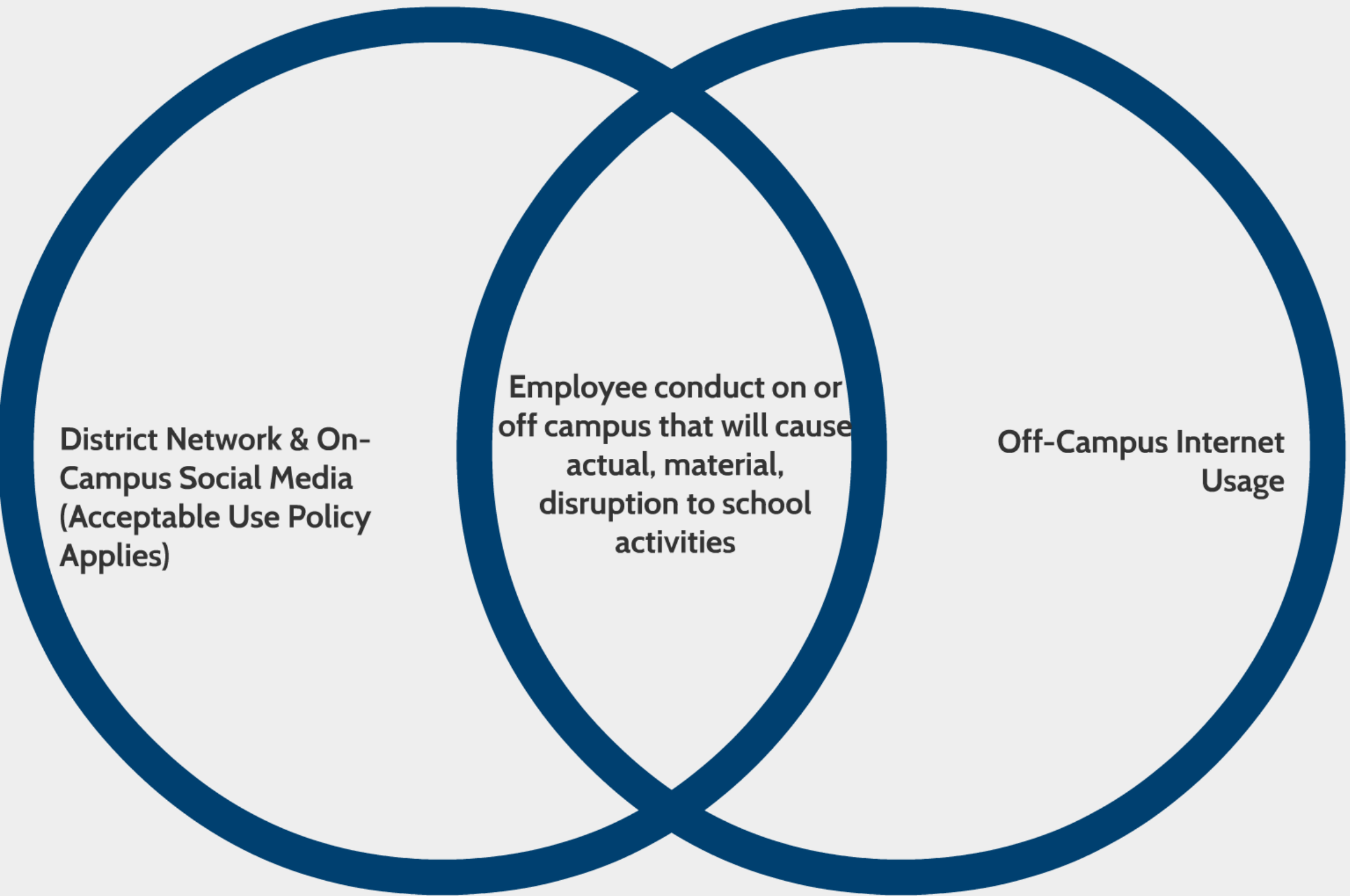
Staff CANNOT share student contact information on social media under any circumstance

# Off-Campus vs. On-Campus



Off-campus or personal social media use may violate the district's acceptable use policy.









**District Network & On-Campus Social Media  
(Acceptable Use Policy Applies)**

**Employee conduct on or off campus that will cause actual, material, disruption to school activities**

**Off-**

**& On-  
media  
Policy**

**Employee conduct on or  
off campus that will cause  
actual, material,  
disruption to school  
activities**

**Off-Campus Internet  
Usage**



## Personal Technology

- Limit use of personal technology at work
- Maintain clear distinction between personal and district-related use
- Do not "Friend" district students



**KEEP CALM  
AND  
EXERCISE  
GOOD  
JUDGEMENT**

**Bottom Line:**

All staff should exercise caution and good judgment when deciding whether to post something online.

If you wouldn't bring it into the classroom, do not post it online!

# Conclusion



We want schools and teachers to feel empowered to use social media.



We want to help keep students and teachers safe.



We will support the responsible and ethical use of social media by staff for school-related purposes.