

Bishop CISD Social Media Guidelines

Bishop CISD realizes that social media can be an effective means of communication with parents and students. Employees are always expected to maintain a professional relationship with students and parents. It is recommended that employees follow these guidelines when using social media such as Twitter, Facebook, Instagram, Wikis, YouTube, Flickr and other similar mass media sites.

Keep your personal and professional accounts separate and private. You should have the opportunity to approve anyone who views your posts. If you link your social media accounts, students might be able to see information without accessing the entire profile of any one account.

Protect your own privacy. Know the privacy settings of each social media account. Be mindful of posting information that you would not want the public to see. Remember that what you post may be visible for a very long time.

Your profile pictures should present a clean image. It should not show alcohol, drugs, sexual images, or anything that can be misinterpreted as a gang sign. Remember that profile pictures may appear on search engines even if you have private settings on your account.

Do not post photos of your students on your personal social media accounts. Not every parent is comfortable with the publication of their child's photo on the Internet. You may actually be violating their privacy rights if you are sharing the location and/or school affiliation.

Show respect for copyright laws. Do not publish materials owned by others.

Use good judgement and be sure people know your views and opinions do not represent those of Bishop CISD.

Use appropriate language and grammar. Remember you are a professional.

Monitor your own digital footprint. Be aware of content posted by others about you. Delete inappropriate language or content that may be posted on your social media pages. If someone tags you with an inappropriate photo, ask for it to be taken down.

Do not communicate with students through private messaging or personal text messaging. Best practice is to use your school email address and messaging accounts such as Remind.

Make your school administrator aware of apps and other forms of communication you use to message students and parents.