

Lakeland Central School District

Social Media Guidelines

What is Social Media?

Social media is defined as any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, Internet websites, Internet forums, and wikis. Examples of social media include, but are not limited to, Facebook, Instagram, Twitter, YouTube, Google+, and Flickr.

Social Media Strategy

Provide original, informative and interesting content to generate dialogue and interactions, inform audiences and encourage information-sharing.

- Keep community up to date on news, upcoming events and student/school success stories.
- Communicate in a timely and effective manner during a crisis.
- Post helpful resources and tips for students, parents and staff.
- Collaborate with District Office and School Administrators to post and promote information they would like to be shared broadly.

Engage and maintain stakeholders through current and relevant content and images.

Content can be used across social media platforms; however, the content must be appropriate for each social media tool.

Facebook

Strategy 1: Engage all audiences using a friendly, approachable tone in posts.

Strategy 2: Build trust and loyalty with stakeholders by providing news, updates and information.

Strategy 3: Share positive student and school events or initiatives.

Strategy 4: Note primary users are adults so cater posts to them.

Instagram

Strategy 1: Post photos that promote district goals and achievements.

Strategy 2: Post photos that inspire and encourage student success.

Strategy 3: Note primary users are students so cater posts to them. Secondary audiences include parents and staff.

Twitter

Strategy 1: Engage all audiences using a friendly, approachable tone in tweets.

Strategy 2: Build trust and loyalty with stakeholders by providing important news, updates and information, and responding to inquiries in a timely manner.

Strategy 3: Share positive student and school events or initiatives.

Strategy 4: Position the district as a leader in education by encouraging positive, respectful conversation.

Guidelines for Using Social Media

The guidelines are intended to help staff use social media safely, responsibly and successfully. They align with Lakeland Central School District (LCSD) policies and procedures related to the use of technology.

Be Transparent

How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity or misrepresenting your identity.

Always a District Employee

The lines between public and private, personal and professional are blurred in the digital world. You will always be considered to be a District employee. Whether it is clearly communicated or not, you will be identified as an employee of the School District in what you do and say online. If you don't want it on the 10:00 news - don't share it online.

District Values, Goals and Mission

Represent the District's values, goals and mission. Express ideas and opinions in a respectful manner. All communications should be done in good taste. Build trust and responsibility in your relationships. Do not denigrate or insult others including students, staff, administrators, parents, other districts or the community. Consider carefully what you post through comments and photos.

Build Community/Positively Represent District

Represent the District, students and parents you serve in the best light. Respect the privacy and the feelings of others. Under no circumstance should offensive comments be made about students or colleagues (including administrators) nor the District in general.

Your posts and comments should help build and support the district community. Do not comment on nor forward unsupported information, e.g. rumors.

Share your Expertise

Write what you know and be accurate. Provide worthwhile information and perspective. A district's most valuable asset is its staff represented by its people and what you publish may reflect on the district. Speak in the first person with your own voice and perspective.

Respect and Responsible

Employees, parents, and students reflect a diverse set of customs, values and points of view. Be respectful for others' opinions in your posts or comments. You are responsible for the content you post.

Own and Correct Mistakes

If you make a mistake, admit the mistake and correct it quickly. Share your error with the Communications Department so they can help address the issue effectively.

Confidential Information

Online postings and conversations are not private. Do not share confidential information whether it is internal school/district discussions or specific information about students or other staff. What you post will be seen by others and will be online for a long time. It can be forwarded or shared in just a few clicks. Do not write about colleagues or students without their expressed permission.

Posting Photos and/ Videos without Permission

Do not post photos or movies that contain students without parent written consent. Do not tag or list student last names on photos.

Responding to Negative Comments and Criticism

How you respond to a negative comments or criticism will say more about you and your character than what you post. When in doubt, it's best not to give it credibility by acknowledging it with a response publicly; perhaps a private response would be more appropriate.

Spell Check and Abbreviations

Any online contribution should be well written. What you post will be online for the world to read. Correct spelling is critical. Follow writing conventions including proper grammar, capitalization, and punctuation. Be cautious about using common abbreviations.

Frequency of Contributions

To keep your audience engaged contributions to social media platforms should be three to four times per week. Of course, this rate will vary depending on many different factors: time of year, building events, time sensitive issues, etc.

Copyright and Fair Use

Respect copyright and fair use guidelines. Be sure to cite your source when quoting.

Personal Information

Be careful about sharing too much personal information.

Responsibility for Content

Social media content is the responsibility of the building principal. If the building principal designates responsibility to another staff member, the building principal is still ultimately responsible for the content.

Removal of Content

The Superintendent of Schools, Communications Director and District Webmaster reserve the right to remove postings and/or disable a page of professional social media sites that do not align with these Guidelines.