

Social media outlets are designed to disseminate information through social interaction using highly accessible publishing techniques. Examples include Facebook, LinkedIn, Twitter, YouTube, Instagram, Snapchat, blogs and wikis. This list is not exhaustive as new social media applications develop rapidly and spread quickly.

Social media have become powerful communications tools that may have a major impact upon organizations and individuals. Use of those tools, however, often blurs the lines between one's personal voice and views and the voice and views of FWCS. In addition, the tools permit widespread instantaneous transfer of information, substantially expanding the risk of the spread of inappropriate or private information. The purpose of these guidelines is to inform employees and those acting in an official capacity representing FWCS of those risks and establish clear rules to minimize them.

In general, when using social media outlets, consider whether what you post is something you would want the entire community to see. You should not expect anything you post on the Internet to truly be private, even with privacy settings.

PROHIBITIONS. The following conduct is prohibited, and violation of one or more of these prohibitions may result in discipline, up to and including termination of employment:

1. Disclosure of confidential or proprietary information, particularly information contained in or derived from student records, which is confidential and protected from disclosure under federal law. Even "venting" on social media about a bad day could include enough information to allow others to determine which student or groups of students are referenced;
2. Use of FWCS logos or marks without permission from the FWCS Office of Public Affairs;
3. Use of copyright or intellectual property of FWCS or others beyond fair use without the consent of the owner of the copyright or mark;
4. Use of FWCS computers or other equipment not in conformance with the district's computer use guidelines; any personal use of social media must not interfere with the business purposes of the equipment or with work time, and is subject to inspection by FWCS without expectation of privacy;
5. The posting of any photograph of any student or students taken in or in connection with a school event without a signed media release by the parent or guardian and permission of the unit head. Parents typically will not expect a staff member to use photos on a personal site, only official FWCS sites. This does not prohibit staff members who are parents from taking and posting pictures of their children at school events;
6. Identification of any employment relationship with FWCS in a manner that infers or implies, or that could be read to infer or imply, that the employee is expressing the position or opinion of FWCS without a disclaimer substantially conforming to the following: "Any expression of opinion is my own and does not represent the position or opinion of FWCS or any of its schools or employees";
7. The "friending" of any current FWCS student, or former student under the age of 18, unless the following requirements have been met:
 - a. The parent or guardian has been informed and has given consent;

- b. The parent or guardian has confirmed that he or she has full access to the social media site; and
- c. The student initiates the “friend” request.

8. Conduct inconsistent with the FWCS Code of Ethics.

BEST PRACTICES. While not prohibited, the following should be considered when employees use social media either with FWCS permission or privately:

1. Employees are responsible for the content of any posting and should think twice before posting anything that might reflect negatively on another person. Postings can live virtually forever and can be copied and distributed, so things that you would not say in person are usually inappropriate to say in a posting.
2. Photographs can be easily copied and appropriated for unintended use. Carefully consider if the photographs posted are those you would want the general public to see or use and how they reflect on FWCS.
3. If it is necessary to have a site to communicate with students or co-workers, in addition to parental consent, consider having a professional site separate from any personal site and confining those communications to the professional site.
4. Be respectful and consider how any posting might reflect on the individual and those associated with that individual.
5. Staff members are discouraged from creating private employee group pages. Often, these pages turn into a negative space that does not enhance employee morale. If such groups are created, there should be no indication that it is a group sanctioned by FWCS and no official FWCS logos may be used.

INSTITUTIONAL SOCIAL MEDIA. Those authorized to utilize officially sanctioned social media on behalf of FWCS must adhere to the following:

1. Public Affairs must be aware of the use and is the only source within FWCS that may grant permission to use FWCS logos or marks.
2. Either the FWCS Webmaster or Public Information Officer must be given administrative rights to modify and change officially sanctioned social media, if necessary.
3. Links to sites other than FWCS should be considered carefully, and monitored to ensure that the linked site conforms to the requirements stated herein.
4. All posts should reflect the professionalism of FWCS and its employees.
5. In addition to a media release, there must be compliance with any request from a student or parent to remove a photo or video.

GROUPS AFFILIATED WITH FWCS.

Parent Teacher Associations and other related groups must, as a condition of official status, conform to the requirements of these guidelines. Violation may result in removal of official status, and/or removal of any link to FWCS.

Athletic/Extra-Curricular Accounts, including Boosters, sports teams, athletic departments, academic teams, arts groups or any other group officially representing an FWCS team or group must, as a condition of official status, conform to the requirements of these guidelines. Violation may result in removal of official status, and/or removal of any link to FWCS. *For athletic teams, athletic directors must approve all accounts and have access to the account.*

Fan Pages established by parents or students that are not officially representing a team or organization are not required to follow these guidelines, although it is recommended. Such groups are not permitted to use FWCS logos.

Unofficial Student Groups created by students are not required to follow these guidelines. Such groups are *not* permitted to use FWCS logos and must not be used to bully or harass other students. Inappropriate use could be a Code of Conduct violation and may prompt FWCS to request the group be removed from the social media site.

Official Alumni Groups recognized by FWCS must, as a condition of official status, conform to the requirements of these guidelines. Violation may result in removal of official status, and/or removal of any link to FWCS.

Unofficial Alumni Groups created by former students are not required to follow these guidelines. Such groups are *not* permitted to use FWCS logos.