

# Facebook Guidelines

Facebook can be a very powerful communication or educational tool for today's society. Employees in the Papillion-La Vista School District (PLSD) are encouraged to embark in the social media world and leverage these tools. However, the following guidelines have been established to provide all employees direction on the appropriate use of Facebook.

## **Personal Use of Facebook**

PLSD employees are encouraged to keep their personal lives personal even in the digital world where personal and professional can become blurred. District procedure prohibits 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 recommending 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 Papillion-La Vista School District policy discourages me from "friending" students or parents on my personal Facebook page. I would encourage you to friend our school and the Papillion-La Vista School District Facebook page.*

## **Professional Use of Facebook**

When using Facebook as a part of your official duties as an employee in the Papillion-La Vista School District, the following guidelines should be followed.

- Before doing anything on Facebook, contact your school administrator.
- A designated school administrator must be added as an administrator to any page created. At your school this administrator is \_\_\_\_\_
- When using Facebook with a particular class, or group of students or parents, the page should be set up as a "group" page.
- When using Facebook as a communication tool with the masses, the page should be set up as a "fan" page.
- The personal security for the individual establishing the page should be set so students cannot view personal information about the employee. For example: set all security "for friends only"
- When building a page you must identify the page in the page description area as a classroom or organization in the "Papillion-La Vista School District".
- All District style guidelines for names, colors and logo usage must be followed.
- The *Papillion-La Vista School District Facebook Rules of Engagement* must be posted on any page created.(see below)
- The creator of the page is responsible for monitoring content on the page and deleting any posts that violate the rules of engagement.
- The PLSD reserves the right to remove any Facebook page,that does not follow the rules of engagement.
- Beginning with the 2010-11 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 above criteria. Failure to follow the established guidelines may result in disciplinary action.

**PLSD 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.**

**Rules of Engagement**

- The goal using Facebook by the Papillion-La Vista School District (PLSD), all of the schools in the District and teachers or sponsors associated with those schools is to share important information with our public and engage in an open and respectful dialogue. To help us accomplish this goal we ask that you abide by the following guidelines:
- Open conversation not personal issues. This page is not intended to circumvent regular communication channels for sharing personal issues and concerns. Comments regarding a personal issue with the District, a school or staff member will be removed.
- 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.
- Want to boost your product sales? Running for a political office? Publish a personal Facebook page, and leave ours for sharing news and insights about our District, schools and activities.
- Stay on topic. This is a page dedicated to the education of students in the PLSD. Let's keep the conversation related to our District, schools and activities. Comments of all kinds are welcome so long as they directly relate to our District, schools and activities..
- Have a question for a specific employee? Contact them privately. Fans should not expect responses to every question or comment posted on this page.
- Be aware of the mission. The mission of the PLSD is education. Please be certain that your comments are appropriate for an educational environment and fans of all ages.
- Be factual. Blatantly inaccurate information will not be allowed. False information will be removed and factual information will be posted.
- Employees of the PLSD 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.
- This page is yours and we want you to feel comfortable sharing your views about the PLSD, schools or activities. Just know, abuse of the above guidelines can lead to removal of a specific posting or the blocking/removal from our fan page.