



Mountain Song Community School Social Media Policy

Staff Social Media Policy

In the social media world there is often no line between public and private, personal and professional. It is important that Mountain Song Community School (MSCS) employees follow these general social networking/media guidelines when sharing your thoughts, views and perspectives—as an MSCS representative—in the virtual world.

In addition, MSCS employees are required to maintain distinct and separate social media accounts for all school-related communications. These accounts should not co-mingle with personal accounts.

Use good judgment

- Use good judgment in all situations, particularly in the world of social networking/media
- Respect the privacy of students, parents and other staff.
- Maintain a tone that is positive, respectful and inclusive.

Be transparent

- Even as an MSCS employee, unless one is specifically authorized to represent the MSCS as a spokesperson, one must state that the views expressed in postings are his or her own.
- Limit discussion of work-related matters to your area of job responsibility.
- Be open about your affiliation with MSCS and your role/position held.

Confidentiality: Private information—yours, students' and co-workers'

Do not publish, post, or release information that is considered confidential or not public. Online 'conversations' are never private.

- Never give out or transmit personal information of students or co-workers.
- Always respect the privacy of our students and families.
- Do not post pictures of others (students, families or other staff) without their permission. For students, please check to ensure that they have a signed Media Permission slip on file with the Front Office.
- If contacted by the media always refer them to the Executive Leadership Team (ELT).
- If it seems confidential, it probably is. With questions about what is considered confidential, check in with the ELT.
- Be careful about the type and amount of personal information provided. Avoid talking about class schedules or individual situations.

Please be cautious with respect to other websites

- A significant part of interaction on Twitter, Facebook and MSCS's website involves passing on relevant content or linking to other posts. Do not repost a link without looking at the content first.
- When using Twitter, Facebook and other tools, always follow terms and conditions.

Revision History

Date	Approval Status	Change Description
2015-12-17	APPROVED	Original Approval Date
2018-11-04	DRAFT	Updated Format. Replace “Executive Director” with “Executive Leadership Team”
2018-12-11	APPROVED	Approved by Board