

# CPSB SOCIAL MEDIA POLICY

## Best Practices



### GENERAL PRACTICES

- Do not give other people access to your social media sites by sharing your password or other means.
- Do not list yourself as an employee of the Calcasieu Parish School Board.
- Utilize gift cards to purchase apps for instructional use instead of a personal credit card.
- Be aware. Social media sites allow information to be communicated instantly to a large audience. Privacy settings may not always provide the intended level of privacy, and an anonymous post may not truly remain anonymous.
- Carefully consider any content and how it may be perceived before posting. Once published, content can be accessible indefinitely despite being deleted at a later time.
- Conduct or language that would be unacceptable in another forum should also be considered unacceptable on social media sites. This includes sharing confidential information and/or using inappropriate language.
- When contemplating tagging someone in a social media post, do unto others as you would have them do unto you. Be respectful and considerate when tagging friends or others in your posts.
- Reactions, comments, and posts follow you. Social media often feels casual and informal, but your content can become public at any time. Think before posting.
- Treat social media sites with the same respect as a public place or business. Professionalism is imperative.
- Remember that tone and personality traits may be lost in digital translation in the social media realm.

### FACEBOOK

- Do not set your posts to *public*. Allow only your friends to see what you post on your timeline.
- Turn on *tagging review* so you are able to review all posts/pictures before they appear on your timeline.
- Turn on security alerts so Facebook can notify you when a login occurs on your account in an unrecognized location.
- Do not allow outside search engines to link to your Facebook profile.