



Social Media Best Practices for District Pages

At Poplar Bluff Schools, we recognize that many of our staff, students, parents, and community members are active social media users. As a school district, we incorporate social media as a strategic tool for communication with our patrons. The best practices listed below complement, but do not replace, any existing policies regarding the use of technology, computers, email, and the Internet that are in place at the Poplar Bluff R-I School District.

- Comments related to the school district should always meet the highest standards of professional discretion. When commenting on district-approved pages, school personnel should act on the assumption that all postings are in the public domain, including direct messages. Deleted content can still show up in online searches. Or, with the click of a button, other users can take a screenshot, re-post, or share your content.
- No photos of student activities to which the general public was not invited or not allowed should be posted on faculty and staff's personal social media accounts. However, these photos should be initially posted on a school or organization, district-approved social media account and then shared from that account if the staff member wishes to share them on his/her personal social media.

Photos of student activities to which the general public was invited may be posted on private accounts first; however, as a best practice, the district recommends that those photos are posted first on a school or organization, district-approved social media account and then shared from that account.

- School personnel should not 'friend' or 'follow' current students or recent graduates on social media. The district recognizes there may be certain limited exceptions to these guidelines, such as a student being a family member or relative, or in those instances when an employee's interaction with a student is a result of certain non-district activities, such as Boy Scouts, Girl Scouts, religious organizations, or other similar relationships.