

Kimmel Farm Social Media Guidelines and Best Practices

These guidelines suggest best practices of the publication of and commentary on social media by employees of Kimmel Farm Elementary School. For the purposes of these guidelines, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. These guidelines are in addition to, and complement any existing or future policies from WSFCS regarding the use of technology, computers, e-mail and the internet. Kimmel Farm employees are free to publish or comment via social media in accordance with these guidelines. Kimmel Farm faculty/staff are subject to WSFCS district policy to the extent they identify themselves as a WSFCS employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Kimmel Farm). Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that WSFCS employees must otherwise follow.

Setting up Social Media

Assistance in setting up social media accounts and their settings can be obtained from Kimmel Farm's Technology Facilitator.

Don't Tell Secrets

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as student information, grades, or any other confidential information that would identify individuals. We must protect and respect the privacy of our students, staff, parents, and school community.

Protect Your Own Privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Kimmel Farm website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Be Honest

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for Kimmel Farm and WSFCS. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect Copyright Laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. Respect and protect your audience and partners, the public in general, and Kimmel Farm's staff and community. They reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal

insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Kimmel Farm and WSFCS.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly.

Think About Consequences

Once again, it's all about judgment: using your blog or other social media outlets to trash or embarrass Kimmel Farm, its partners or community or WSFCS, or your co-workers, is dangerous and ill-advised.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble.

Don't forget your day job.

Make sure that blogging or other social media outlets does not interfere with your job or use of other commitments to Kimmel Farm and WSFCS.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media. The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters!

Use a spell-checker. If you're not design-oriented, ask someone who is, whether your blog looks decent, and take their advice on how to improve it. The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or **ask someone else to look at it first.**

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause in accordance with WSFCS policies.