

SOCIAL MEDIA ACCOUNT REQUESTS

At Tahlequah Public Schools, we encourage the use of social media for the free exchange of views and opinions. Social media feeds based on respect, honesty, transparency and thoughtful posts will be the most successful. Social media at its core is about open discussion between people.

Our goal is assist classrooms, clubs, organizations, and departments with the creation and best practices for having a social media footprint. Currently, we can assist you in the creation of your Facebook page. Other social networks are unavailable for creation at this time, but may open up in the future.

Social Media Account Request Procedures

Follow the steps below to request a Facebook page for your class, club, organization, or department.

1. Download and read the **Social Media Account Guidelines** (*next page*)
2. Fill out the **Facebook Page Request Form** (*final page of this document*)
3. Email your completed form to your site principal or supervisor for approval
4. If approved, site principals/supervisors send the completed and signed form to the Superintendent for approval
5. If approved, the Superintendent will then inform Computer Services to create the Facebook Page and add the appropriate personnel as Editors.
6. Computer Services will then notify the Superintendent, the site principal and the staff member who made the request that their Facebook page has been created.

Notes

- Facebook Pages are monitored by the staff member's direct supervisor(s), as well as a member of Computer Services
- Pages found being used inappropriately may be deactivated without prior warning
- Annual notification of page use via an email to Computer Services is required
- Pages not notified of continued use within two weeks of school beginning may be deactivated
- Pages found to be abandoned (no updates within a semester), may also be deactivated
- Deactivated pages may be reactivated by submitting a new **Facebook Page Request Form**

Social Media Account Usage Guidelines

Tahlequah Public Schools wants to help all staff, faculty, students, as well as our website visitors, engage in social networks and the online community. The District offers these best practices guidelines for engaging in social media communication.

Respect and Ethics

At Tahlequah Public Schools, we encourage different viewpoints and opinions, and as a participant in social media and networking, you should, too. Be respectful of others' viewpoints. If you disagree and would like to engage in a conversation, do so cordially, logically and ethically. Keep in mind: there is no such thing as a "private" social media and networking website. What you write from your home computer or smartphone may follow you to school or work.

Accuracy and Honesty

Write about your areas of expertise, research or study at Tahlequah Public Schools. If, for example, you are writing about a topic related to your classroom or department, please check the facts before you post. If there is a website you used to gather facts, provide the link for your readers to show accountability. If you make a mistake, admit it. Your followers will be more willing to forgive and forget if you are up front and quick with your correction. Maintain a high level of quality which exhibits superior grammar, punctuation and spelling.

Value and Interest

When posting to social media and networking sites, ask yourself if your content adds value and interest to the discussion. Make sure your comment or post is a valued piece of information. If your insight helps people improve knowledge or skills, discover something interesting, solve problems, or better understand Tahlequah Public Schools, more than likely you are adding value. There are millions of people on the Internet. If you want to stand above the clutter, make sure you provide content which is exciting, engaging and stimulating.

Personality

In the social media and networking realm, you are encouraged to use your own voice and bring your personality to the forefront. The Web is a venue that is relaxed, open and diverse. A voice that is over-institutionalized and rehearsed can repel your audience. Make sure your site is not a place for self-promotion.

Terms and Conditions

Remember to read the terms and conditions you agree to when creating a social media and networking account. Violations of social media terms and conditions can result in a termination of your account by the social media site.

Transparency and Disclosure

When communicating using social media and networking on behalf of Tahlequah Public Schools, or in your role as a District/Site staff member, make sure you clearly identify yourself and your affiliation with the District. Being open about your ties to the District will illustrate credibility and transparency. When writing for personal blogs or social networking sites, make sure you disclose your affiliation with the District if you discuss District-related topics. This will enhance credibility with your readers.

Accept and Monitor Comments

A social media and networking site without comments isn't very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. All visitor submitted posts will be held in moderation until an admin of the account can review its content and approve it to be published. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue.

Separate Personal from Professional

Balancing your professional and personal social media and networking presences can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends may not be appropriate or of interest to your colleagues. Keep these two presences as separate as possible by keeping content about your non-work life on your personal page. It may be helpful to review the privacy and/or security settings, as most sites have options available.

Facebook Page Request Form

Staff Member Name _____ Class, Club, Organization, or Department _____

Staff Member's email address associated with staff member's Facebook account*

Is this an existing Facebook Page? Yes No

If 'Yes,' what is the name of your page? _____

If 'No,' what is the requested name for your page? _____

Signature of Staff Member _____ Date _____

Signature of Supervisor _____ Date _____

Supervisor's email address associated with supervisor's Facebook account*

Signature of Superintendent _____ Date _____

** This is necessary for Computer Services to send an invite to staff members so they can become an Editor on the requested Facebook page. Email addresses will not be shared or misused in any way.*