



Buffalo Public Schools Social Media Guidelines

The Buffalo Public School District recognizes the importance of using social media as a communication and learning tool. These guidelines are intended to assist all District employees, who serve as positive ambassadors for the District and role models for students, in navigating the appropriate use of social media tools in their professional lives.

facebook

twitter

YouTube



flickr

foursquare



snapchat

Be honest about who you are.

If the conversation relates to Buffalo Public Schools, you should identify yourself as working for the District. Whether it is clearly communicated or not, you could be publicly identified as working for the Buffalo Public Schools.

Make it clear that the views expressed are yours.

Always write in the first person and make it clear that you are speaking for yourself and not on behalf of the Buffalo Public School District.

Be Professional.

Respect the District's values of respect, responsibility, integrity, citizenship, honesty, and teamwork. Express your ideas and opinions in a respectful manner and consider carefully what you post through comments and photos. Respect others and ensure the safety of students.

Confidentiality.

It's good business practice to keep certain topics confidential. Respect confidentiality. Refrain from speculation on the future of the District. Keep topics focused to matters of public record when speaking about Buffalo Public Schools. Do not disclose non-public information or the personal information of others.

Guidelines:

In brief, our guidelines for engaging on social media consist of the following core principles:

1. **Honesty about who you are.**
2. **Clarity that your opinions are your own.**
3. **Respect and humility in all communication.**
4. **Good judgment in sharing only publicly released information – including financial data or other data.**
5. **Awareness that what you say is permanent.**

Mind your manners.

Treat past and present co-workers, other personnel, students, parents, and yourself with respect. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Acknowledge differences of opinion. Respectfully withdraw from discussions that go off topic or become profane.

The Internet is a public space.

Consider everything you post to the Internet the same as anything you would post to a physical bulleting board or submit to the newspaper. Many eyes may fall upon your words, including those of - parents, students, your supervisor and colleagues. Assume that all of these people will be reading every post, no matter how obscure or secure the site to which you are posting may seem.

The Internet Remembers.

Search engines and other technologies make it virtually impossible to take something back. Be sure you mean what you say, and say what you mean.

An official response may be needed.

If you spot a potential issue and believe an official response is needed, bring to the attention of Human Resources before it reaches a crisis situation. Potential issues can often be resolved more effectively and efficiently if they are identified quickly.

Respect the privacy of offline conversations.

The line between professional and personal relationships can be blurred within a social media context. Protect your co-workers and students by refraining from sharing their photo, personal information or any conversations or statements unless you have their written permission to do so. Bringing someone else into an online conversation without their permission can be destructive to a relationship, cause misunderstandings or violate laws.

When in doubt, ask.

If you have any questions about what is appropriate, play it smart and check with a member of Human Resources.