



Vernonia School District Social Media Procedures

This document provides guidance for employee use of social media, which includes blogs, wikis, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services.

The following principles apply to professional use of social media on behalf of Vernonia School District (VSD) as well as personal use of social media when referencing VSD.

- Employees should be aware of the effect their actions may have on their images, as well as VSD's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that VSD may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to VSD, its employees, or customers.
- Employees are not to publish, post or release any information that is considered confidential, or the ownership of VSD. This includes company specific initiatives and projects. If there are questions about what is considered confidential, employees should check with their supervisor.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Social media use shouldn't interfere with employee's responsibilities at VSD.
- It is highly recommended that employees keep VSD's related social media accounts and postings separate from personal accounts to drive organic traffic to company accounts and maintain professionalism.