



# Social Media Guidelines for Personal Use

Alexander City Schools recognizes the importance of social media as a means of communication. The District encourages the appropriate use of social media as a means to communicate. Educators and staff members need to be keenly aware that their actions reflect the profession and the school they represent. We hope you find this guide useful in making responsible decisions on social media.



## CHECK YOUR LEVEL OF PRIVACY

What information can people access online? Make sure your privacy settings are not left wide open. Be sure to consider your audience when tagging someone in a post or using a hashtag because both of these actions will make a post more visible.



## DON'T USE THE INTERNET TO VENT

Nothing online is truly private. Exercise caution with regards to colorful language, copyrighted material, legal conclusions & derogatory remarks or characterizations. If you have a negative opinion, keep it off the Internet because it will likely be seen by someone who you would not want to see it.



## CONSIDER YOUR PROFESSIONAL REPUTATION

When creating a post or making a comment take into consideration how the post will reflect upon you. Will it put your professional reputation or effectiveness as an ACS employee at risk?



## NETWORK WITH PEERS, NOT STUDENTS

Social media is a great tool to connect with other professionals and educational groups. Refrain from accepting current ACS students as "friends" on personal social media sites. Never send private or direct messages to students.



## PERMISSIONS ARE IMPORTANT

Refrain from posting or otherwise publishing images that include students without a parental release form on file. That goes for personal or school social media accounts.

**Be Smart About Posting Online!** Simply think things through.  
Post with personality - just remember who might see it!

Read ACS's social media guidelines at [alexcityschools.net/hr](http://alexcityschools.net/hr)

