

Social Media at Pine Creek

ACCEPTABLE USE BY STAFF

All staff members are expected to have read and be familiar with Board Policy [GBEE E 1](#) (Staff Acceptable Use Agreement of the Internet and Electronic Communication). Electronic communications (email, texting, instant messaging) and social media are powerful communication tools, and staff are encouraged to use them as appropriate to communicate with students and parents.

As it relates to social media,

Staff should:

- Establish separate professional social media accounts to interact with students
- Keep all social media contacts with students related to school communications

Staff should not:

- “Friend” current D20 students to join personal social media sites
- Accept “friend” requests or other personal invitations from students
- Discuss non-school related issues with students over email or any other electronic media

RESPONSIBILITY TO INSTRUCT

As described in [Board Policy IJND](#) (Technology), “staff will provide guidance and instruction to students for appropriate use of technology and internet safety, including interacting with others on social networking sites and in chat rooms, as well as cyberbullying awareness and response.”

SOCIAL MEDIA ACCOUNTS FOR CLUBS/GROUPS/SPORTS

Many groups have social media accounts in our school. The following guidelines have been established for the use of social media communications. If students or parents maintain social media accounts on behalf of a club, group, or sport, share these requirements with them as well.

Guidelines for Group/Club/Sport Social Media

Maintain

- Keep information accurate and up-to-date. Provide regular updates and communications.

Be Positive

- Share your enthusiasm. Celebrate our school and your group without criticizing others. Do not respond to criticism, attack, or negativity. Immediately remove or block such posts if they appear.

Be Informative & Fair

- Share accurate information about events, those coming up and those that have passed.

Connect

- Connect with other groups, inside and outside of Pine Creek, and share communications. Connect with and follow official Pine Creek accounts. Celebrate all students.

OFFICIAL PINE CREEK COMMUNICATIONS



@PineCreekHS

Celebrate our school, students, and events. Share sports scores and important reminders with our community.



Pine Creek App

Messaging used for reminders and notices about events in our school.



This Week at the Creek & The Mid-Week Update

Emailed newsletter includes a list of all upcoming events for the week and short informative articles about events, deadlines, and opportunities.