



EMPLOYEE WEB SITE AND SOCIAL MEDIA INTRODUCTION

Thank you for taking interest in providing additional options of communication for your students and their families. Social media, web site and other online forums can lead to increased awareness, engagement, networking, and education. District administration understands the importance of utilizing a variety of communication methods, however, it is imperative that District staff utilize these resources in a manner that is professional and positive. The primary intent of your use of social media and other online forums for District purposes, among many other communication tools, is to strategically and deliberately communicate information of interest to stakeholders. This communication must always be factual, positive, and professional. In addition, it is the responsibility of District administration to fully understand our presence on social media and other online forums. To that end, if you intend to use social media or other online forums for District purposes, please communicate your plan to your building/department administrator prior to opening an account or creating a page.

Further, it is important that you have read and understand the Charlotte Public Schools Web Site and Social Media Guidelines. You must agree to adhere to these guidelines and Board policy as it relates to interacting on social media and other online forums for District purposes. Your content shall be only factual, professional, and positive. You need to also understand that your administrator/supervisor will be monitoring your site and inappropriate use may result in closure of the account. Please understand that hate speech, profanity, nudity, defamation, name calling, spam, and private staff or student information being released will not be tolerated on any District related social media or communication. In addition, it is critical that you provide the same information to all members of your classroom, team, club, etc. This means that if you have a family that does not have access to a computer, tablet, or smart phone that you must also provide them with an alternate mode of communication such as a weekly printed newsletter. It is important that we provide equal access for all of our staff, students, and parents.