



SOCIAL MEDIA LETTER OF UNDERSTANDING

Social media 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 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. To that end, if you intend to use social media for District purposes, please complete the following checklist and return to your building/department administrator prior to opening an account.

Employee Name: Building/Department:

Are you the page/group administrator? Yes If no, who is? Secondary page/group administrator?

Brief Description of Purpose:

Approved by Building/Department Administrator: Yes No Admin Initials:

Check social media sites you are using for District purpose & list "address": Facebook Twitter Google+ YouTube Vine Reddit Pheed Other (describe)

I have read and understand the Charlotte Public Schools Social Media Guidelines. I agree to adhere to these guidelines and Board policy as it relates to interacting on social media for District purpose. My content shall be only factual, professional, and positive. I also understand that my administrator/supervisor will be monitoring this site and inappropriate use may result in closure of the account. I further understand that hate speech, profanity, nudity, defamation, name calling, spam, and private staff or student information will not be tolerated on any District related social media or communication.

Employee Signature: Date: Supervisor Signature: Date:

Return to: Central Administrative Offices – Executive Director of Business, Operations & Human Resources