

REACH HIGHER with Digital Wisdom

TC Netiquette for Staff

The acceptable way to communicate on the Internet

Guidelines for employees of Tri-County Schools

*As the storytellers for our students and our schools, it is critical that we understand our role and intentionally plan how we communicate and share our story in a way that shows the pride we have in our school and our entire school community.*¹

What is a digital footprint? A digital footprint is any online information about a person that can be searched, shared, and seen by a large, invisible audience. Parents and community members will see your online reputation. Your digital footprint is an online representation of you. Employees should be mindful that what they publish will be public for a long time and protect their privacy.

[Read more about Digital Footprints here...](#)²

Professional Responsibility

- Employees are responsible for the professional content they publish online.
- When posting online, employees should be sure they say that the information is representative of their views and opinions and not necessarily the views and opinions of Tri-County School Corporation.
- What is inappropriate in the classroom should be considered inappropriate online.
- Confidentiality of student information should be honored digitally.
- Transparency with caregivers is essential. Families should be aware of classroom sites that might include identifying information (ie. pictures and names of students).
- Social media usage during work hours should have a professional focus.
- Staff Handbook policies apply online and offline.

Personal Online Behavior

- Be wise about posts. You are personally responsible for all comments/information published online.
- Comments related to the school should always meet the highest standards of professional discretion. If you wouldn't say it in person, don't say it online.

¹ "What Connected Educators Do Differently - Amazon.com." 2014. 22 Jul. 2015
<<http://www.amazon.com/What-Connected-Educators-Do-Differently/dp/1138832006>>

² "Is Your Digital Footprint Squashing Your Reputation?." 2013. 22 Jul. 2015
<<http://careerrocketeer.com/2011/07/is-your-digital-footprint-squashing-your-reputation.html>>

- Privacy settings change often; stay up to date with current privacy settings.
- Before posting personal photographs, thought should be given as to whether the images reflect on an employee's professionalism.
- Photographs relating to alcohol or tobacco use is inappropriate. Employees should remember, that a social networking site is an extension of one's personality, and by that token an extension of one's professional life and classroom. If it would seem inappropriate to put a certain photograph on the wall in your classroom, is it really correct to put it online?

Social Media guidelines in the classroom

- It is recommended that classroom social media sites should be shared with building administrators.
- Teacher should monitor traffic and comments posted to social media.
- Personal information such as last names, addresses, and phone numbers should not be posted.
- Acquire appropriate permission when posting photographs to social media.
- Students should be made aware of consequences of inappropriate behavior online.
- Classroom policies apply to all classroom social media.
- Student Handbook policies apply online and offline.