



Preparing every student to thrive in a global society.

Social Media Tips

Social media includes any form of online publication where end users post or engage in conversation and include blogs, wikis, podcasts, virtual worlds and social networks.

You are Always a School Employee

- All staff are expected to serve as positive ambassadors for the East Side Union High School District (ESUHSD) and appropriate role models for students. It is vital that staff exercise good judgment, common sense and maintain their professionalism in their interactions with students and the community.
- The lines between public and private, personal and professional are sometimes blurred in the digital world. Even when you have a disclaimer, you will always be considered to be a District employee. Whether it is clearly communicated or not, you will be publicly identified as working for and sometimes representing the school in what you do and say online.

Your Personal Account

- We strongly recommend that you do not accept friend requests from students. Doing so puts you in a teacher-student relationship.
- Do not use the District or school logo on your site.
- Please post the following disclaimer: “The views on this page are personal and do not reflect the views of the East Side Union High School District.”
- If you identify yourself as a District employee, conduct yourself under ESUHSD’s code of ethics.
- Unprofessional relationships include writing personal letters, emails or text messages; calling students on cell phones or allowing students to make personal calls to you that are unrelated to class work or social activities; sending inappropriate pictures to students; discussing or revealing personal matters about your private life or inviting students to do the same; and engaging in sexualized dialogue in any form.

Set Up a Separate Work Account

- You may accept friend requests from students and parents on your work account to interact about educational activities.
- Posts or pictures about a student must have written consent from parent/guardian and the Principal (i.e. media release form).

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- Never post any private or personal information, such as information about grades or attendance.
- There is no expectation of privacy when you use Facebook or any other social media platform at work.

Help Build Our Community

- Write what you know, be accurate, and add value to the discussion. A District's most valuable asset is its staff and is represented by its people and what you publicly may reflect on the school.
- Online posts in a work account should be well written, including proper grammar, capitalization and punctuation.
- Respond to posts. Answer questions and thank people even if it's just a few words. Make it a two-way communication.

Posts Subject to Discipline

- Any post that is threatening, harassing, racist, biased, derogatory, disparaging, or bullying (Discipline governed per Board Policy 0410, 0410, 5131).
- Any post that poses a serious threat (contact site administration and SJPD).
- Any post of sexualized images of a minor (contact site administration and SJPD).

What to Do if You See an Inappropriate Post

- Pornography: Do not download or print the image. Only law enforcement can gather this type of evidence, not a District employee.
- Other inappropriate posts: Take and print a screenshot or download onto flash drive to save as evidence (contact site administration).
- Document critical incidents in Major Incident Reports (email: major_incident_rpt@esuhsd.org) and Infinite Campus (IC).