



Administrative Directive 8.60.044-AD

Social Media Use and Expectations for Staff

Portland Public Schools (PPS) recognizes the importance of social media as a tool to engage, collaborate, learn, and share in a modern learning environment.

Protecting student safety by establishing guidelines for staff online communication allows for use of social media to further the educational mission of PPS schools. Staff may participate in social media, but are expected to maintain appropriate boundaries with students, families, community, and staff that are conducive to a safe learning environment and professional relationships.

Social Media

Social media includes many types of electronic communication where user-created content is shared collaboratively in an online environment where those users share opinions, knowledge, and information with each other.



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District software tools such as Google Classroom, Canvas, TeacherVUE Gradebook, Blackboard Web Community Manager also incorporate social media functionality to support collaboration and should be considered within this administrative directive.

Staff must maintain separate accounts for professional versus personal social media use and



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- Material that violates district policies relating to discrimination and harassment.

Provide written notice to families and grant access if requested.

Prior to posting photos, student work, etc., verify proper consent has been provided on the student registration or verification form.

Regularly monitor the site to address, and remove, behavior and activity that violates district policy. Remember that social media in the classroom is an extension of your physical classroom. What is inappropriate in your classroom should be deemed inappropriate online.

Report incidents of student misconduct appropriately.

Supervisors are responsible to:

Investigate reported incidents of staff and student misconduct on social media.
Respond to and report misconduct appropriately.

Schools and Departments that create a social media presence must:

Use their PPS provide email address to register.

Notify their Senior Director and the Communications Department in writing.

Be maintained by a PPS staff. Parents, community members, and other non-PPS individuals may not be given administrative rights to view or post as the school or department.

Refrain from posting content that is confidential or in violation of the Family Educational Rights and Privacy Act (FERPA), bullying or threatening comments about or related to anyone, illegal material, or material that violates copyright or intellectual property laws or district policies relating to discrimination and harassment.

