

Schools must follow the below guidelines and provide the information to the district's Chief Communications Officer:

- Send your Account Name and URL of any social networking account to valita.quattlebaum@nhcs.net.
- Share the name of the staff member who is responsible for adding the content.
- The account should be kept private so that people will have to request to follow it.
- Because there are no longer school email accounts, principals (and teachers, etc) should create their own professional accounts using their NHCS email address. That way the account will stay relevant even if they change schools.
- Rather than creating a school Twitter account, the principal should create a unifying school hashtag that they (and their teachers) can post to. This way, even if the principal retires or moves schools, etc., the school hashtag remains available to the new principal and staff as it is not associated with a specific email account. A great example of this is the #leydenpride hashtag that is used for a high school community in Illinois.

The Superintendent may revoke a school's privilege to participate in social networking sites if the following conditions are not met. NHCS social networking sites:

1. Should not be used to promote any political candidate, any political party's point of view or to promote any religion or religious activities.
2. Must be proofread for grammar and punctuation. Items posted must be in good taste. Administrators of the tool should strive to present a positive image of NHCS.
3. Should not contain any abusive or inappropriate language. This includes remarks that are racist, sexist, condemning of any group of people, as well as those that contain obscenities or are sexually explicit.
4. Should not contain any inappropriate photos. (Dress code should be followed in all photos. Employees or students should not be shown in clothing that violates dress code, making obscene gestures or doing anything that is against the school and Board policies.)
5. Should not identify anyone or any group of people in a defamatory, abusive or negative manner.
6. Should not include any unsafe disclosure of personal information -- providing potentially dangerous or damaging personal information.
7. Must be monitored carefully for comments. Any comments not meeting these criteria listed in the protocol should be removed.
8. Must show proper consideration for others' privacy. Should not offend or provoke others.

Additional Requirements:

1. Schools must ensure that a current **VIDEO/IMAGE RELEASE FORM** is completed for any students shown in pictures. Do not use last names with pictures of students.
2. No spam – repeatedly posting the same comment or comments that are simply advertising/promoting a service or product.
3. Be aware that when posting pictures, Twitter uses a third party service. That account will need to be monitored as well. With Facebook, security settings need to be set to **FRIENDS ONLY**.

This protocol will be reviewed periodically by the Chief Communications Officer and the Chief Technology Officer and will be updated as needed.