



What is Social Media?

In the rapidly expanding world of electronic communication, social media can mean many different things.

In a broader sense, social media refers to *all means of communicating or posting information or content of any sort on the Internet*, including:

- Your own or someone else's web log or blog, journal or diary
- Personal website
- Social networking platforms
- Web bulletin board or a chat room, whether or not associated or affiliated with PPS
- Any other form of electronic communication

Share your posts with us
using **#PPSShines**



Facebook
@PPSVA



Instagram
@PPSVA



Twitter
@PortsVASchools



Youtube
Portsmouth Public Schools

Non-Discrimination Policy for Portsmouth Public Schools

Portsmouth Public Schools provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.

PPS complies with applicable federal, state, and local laws governing nondiscrimination in employment. This applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfers, leaves of absence, compensation, and training.

Produced by the Department of Communications
For further information, please call (757) 393-8751

Portsmouth Public Schools
801 Crawford Street, Third Floor
Portsmouth, VA 23704

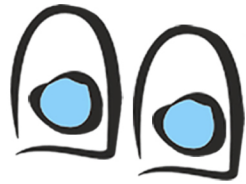
January 2022 | ppsk12.us



Successfully Managing Your Social Media Accounts



Social media can be a fun and rewarding way to share your life with family and friends. However, use of social media also presents risks and carries responsibilities. To assist you in making wise decisions about your use of social media, Portsmouth Public Schools (PPS) has established these best practices:



#1 Nothing is private

Images can be downloaded. Videos can be recorded. Screenshots can be taken. While you may mean for your posts only to be seen by mutual friends, your posts, comments and even likes can be seen by the general public at any time.

#2 Media releases do not extend to your personal social media accounts

PPS has a media release form that allows for students' images and work to be highlighted in the media, shared on division/professional social media accounts or otherwise publicized. This release does not include your personal social media accounts (a personal social media account is any account that is used for non-work-related social media activity; professional accounts are those that are school-based and/or used to highlight work within the division or educational field). As such, your personal pages should not feature photos or videos of students or their identifiable work.



#3 Follow the law

The Family Educational Rights and Privacy Act (FERPA) extends to social media. There should be no post including and/or referencing students' identities, assignments, disciplinary action, etc. Even passing references could make the child identifiable based on your position within the school division, and it could lead to potential litigation.

#4 Be mindful of when, where and what you post

Refrain from using social media on work time or on work devices, unless it is a job-related duty or authorized by your supervisor. PPS email addresses should not be used to register to online platforms for personal use. Posting personal stories or content during your work hours can lead to potential issues, including if the supervision of students is called into question. Even on off hours, remember that supervisors, coworkers, students and families can see what you post. Oversharing information about your activities (specifically including the use of alcohol, tobacco or other substances) can also lead to scrutiny.



#5 Language matters

All employees are entitled to their First Amendment rights, and those are not in question. However, it should be remembered that the use of obscene language, including racial or ethnic slurs, inappropriate insults or disparaging remarks can be reported to supervisors, elected officials or the media, which can all lead to personal and/or professional repercussions.

#6 Be honest and accurate

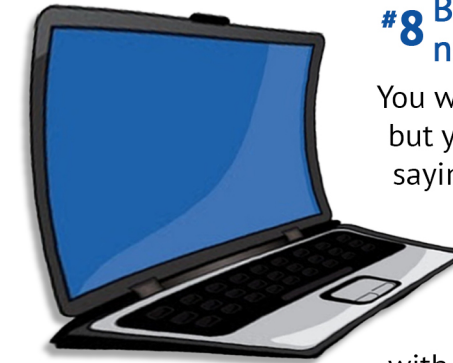
Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember, even deleted postings can be searched.



#7 Your opinions are your opinions

Express only your personal opinions. If PPS is a subject of your post or content, be clear that you are an employee and that your views do not represent PPS or those working on behalf of PPS. It is best to include a disclaimer such as:

"The postings on this site are my own and do not necessarily reflect the views of PPS."



#8 Build your professional network

You want to be on social media, but you are afraid of sharing or saying the wrong things? Start building your professional network! Follow school administrators or leaders that you admire. Engage with professional development programs. See the content they are sharing and get ideas of how you can highlight your work in a similar fashion.

It's your call

PPS wants you to be free to express yourself, but ultimately, you are solely responsible for what you post online. Keep in mind that any of your conduct that adversely affects your job performance, the performance of colleagues or otherwise adversely affects the PPS community may result in disciplinary action, up to and including termination.

