

SOCIAL NETWORKING – QUICK TIPS

- ✓ School Board Codes of Conduct apply to social networking. Confidential information and information from in camera meetings cannot be leaked.
- ✓ Social networking is often informal and has a conversational tone, however, use proper grammar, use your spell check and show the same consideration in word choice and postings as you would in a newspaper's letter to the editor or when speaking at a public meeting.
- ✓ If in doubt, have someone read what you wrote before you hit 'Post' or 'Send'.
- ✓ If you've decided to engage in social media, realize it is an ongoing commitment. Sites need to stay updated, news posting need to be added to frequently.
- ✓ Sarcastic and snarky remarks don't play well unless you're a teenager. Keep your communication professional.
- ✓ Don't mix business with pleasure. If posting as a school board trustee, keep your social media stage for that persona and create another account for personal information and updates.
- ✓ Be transparent. Don't hide behind anonymity. Let people know who you are, your position and what you stand for.
- ✓ You will take some unfair hits. It comes with the territory. Don't be drawn into online bickering and fights.
- ✓ Highlight the positives of your division, your school board, your community.