

Social Media Guidelines

HVWS Facebook and Twitter accounts are to be used for educational and informational purposes to introduce and promote the school to a wider audience and friends of the HVWS community. The most successful social media sites encourage respectful conversation. The accounts will be monitored by appointed account administrators. Only account administrators will be granted the ability to post photos based on parental consent on school emergency forms. No photos will be tagged.

For staff and parents:

Please follow these few simple guidelines when posting:

Social Media Do's

Be Professional – Talk the way you would talk to real people in professional situations.

Be Courteous – Be sure to listen & ask questions.

Be Accurate – Check your facts before you post and provide supporting sources if necessary.

Be Useful – Add content because you have something interesting to say, not for the sake of regular posting.

Be Intelligent – Provide some value. Don't talk down. Offer insight.

Be Conversational – Avoid overly pedantic or "composed" language. Don't be afraid to bring in your own personality.

Be Non-confrontational – If you disagree, do so respectfully

Be Identifiable – Use your real name and do not post anonymously.

Be Transparent – Disclose that you are a part of the HVWS community if this is relevant and be honest & truthful.

Social Media Don'ts

Don't Share Others information – If you aren't sure you can disclose something personal about a student or community member, just don't do it. Think about privacy, confidentiality and permission to use other people's content and information. THIS INCLUDES PHOTOS OF CHILDREN WHO ARE NOT YOUR OWN, FOR EXAMPLE CLASMATES OF YOUR CHILD.

Don't Bad Mouth – Keep the language clean & avoid slamming people or other schools and educational institutions.

Don't Complain – If you have a complaint about a community member or the school use the Code of Conduct guidelines, don't post it on-line.