














SOCIAL MEDIA

Guidance for Your Board



Social media has changed the way districts and schools engage with their communities. Improper social media use by board members can also lead to controversy and legal liability. Carefully consider how you use social media to communicate with your school community. Check your board and administrative policies to ensure you understand the rules to follow.

Here are some great tips to maintain a thoughtful approach when using social media:

-  Separate your personal and public social media accounts
-  Focus your public social media account on district events and updates, not personal views or updates
-  Consider disabling comments entirely on your public social media account
-  Be cautious about sharing others' information on social media
-  Direct complaints to appropriate school staff or administrators
-  Decide on the frequency of your posts to provide fresh content
-  Follow and friend only useful resources
-  Promote your social media presence through email auto-signature
-  On your public social media account, never delete comments or block individuals
-  Avoid discussing topics related to board service on your personal social media account
-  Refrain from engaging in arguments with community members or critics
-  Avoid connecting with other board members on social media due to the Colorado Open Meetings Law
-  Avoid sharing uncertain or inaccurate information