

Procedures for using Twitter *(updated 5/20/2014)*

All district staff using the JSD Twitter account will adhere to the Jennings School District staff code of conduct and all other appropriate JSD policies and procedures.

Content Guidelines

The appropriate organizational use of Twitter includes:

1. Disseminating time-sensitive information as quickly as possible, such as school notices, or emergency information;
2. Broadcasting announcements about the organization's programs, services and activities;
3. Delivering messages from the district administration on key issues impacting public education;
4. Raising awareness with youth, parents and families on programs, activities and resources in support of education; and
5. Creating communities for professional development and dialogue with educators and partners.

Professional Conduct

District staff publishing to Twitter agree to:

1. Accept responsibility for the content they publish via Twitter.
2. Will identify themselves at the end of all posts by their first and last initial.
3. Use professional and courteous language.
4. Not violate an individual's privacy rights.
5. Not violate copyright or intellectual property laws with any posted items.
6. Content or postings do not include advertising for third party events or activities.
7. Not post any unsubstantiated claims, speculations or personal opinions.
8. If an error is made, the information should be corrected as soon as possible. Any changes to a previous post or information should be indicated.
9. Not post any content of a personal nature.