The Lawrenceville School
Social Media Policy

The Lawrenceville School encourages staff and faculty to use social networking/media (Twitter, Facebook, Pinterest, etc.) as a way to connect with others, share educational and professional resources, create and curate content, and enhance the classroom and office experience.

To that end, we provide access to technologies for faculty and staff use. This Social Media Policy outlines the guidelines we recommend as best practices, and the rules that members of The Lawrenceville School community are expected to follow when using School technologies, as well as when using personally-owned devices in your capacity as a representative of the School.

While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

Recommended Guidelines for Best Practices

- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information. (Note: Online “conversations” are never private).
- Users should be careful not to share personally-identifying information online.
- We encourage you to always treat others in a respectful, positive and considerate manner.
- Consider obtaining permission to post pictures of others (co-workers, etc.) on your social media outlets.
- A significant part of the interaction on Twitter, blogs, Facebook, Pinterest, and other social networks involves passing on interesting content or linking to helpful resources. Don’t blindly repost a link without looking at the content first.
- When using Twitter, Facebook and other social media tools, be sure to follow their printed terms and conditions.
- Be sure to correct any mistaken content that you post immediately and make it clear what you’ve done to fix it (e.g. state what facts you have changed and why. Don’t simply delete content without explanation).

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Staff & Faculty Usage Rules

- Unless authorized by the Communications Department for School purposes, faculty and staff should not “friend” current students on Facebook or “follow” them on Twitter, or initiate contact with current students of The Lawrenceville School through any form of social media. (This usage rule does not apply to faculty/staff who are connected on social media to their own son/daughter who attends Lawrenceville.)
- Prior to engaging in any form of social media involving or representing The Lawrenceville School (e.g. creating an official House Facebook page/Twitter account, department page, class page, etc.), faculty or staff must receive permission from The Communications Department as these forms of social media are official extensions of The Lawrenceville School name/brand.
- Users of the School network or other technologies are expected to alert School administration of any concerns for safety or security of any staff, faculty, or students.
- Even though as a staff or faculty member you represent the School, unless you are specifically authorized to speak on behalf of the School as a spokesperson, you should state that the views on The Lawrenceville School expressed in your postings, etc. are your own.
- Respect brand, trademark, copyright information and/or images of The Lawrenceville School. Do not reproduce The Lawrenceville School brand without express approval from the Communications Department.
- It is not acceptable to post pictures of students without the expressed written permission of their parents. It is also not acceptable to post comments about students on social media sites.
- NEVER give out or transmit personal information of Lawrenceville School students, faculty, staff, or parents. This would include, but not be limited to, such things as campus or home address, telephone numbers, date of birth, academic records or health information.
- Do not publish, post or release on a social media site proprietary or confidential School-related content. This would include internal information about School security, operations, or personnel. It would also include memoranda, studies or working papers about School operations or business distributed only to the School Community. Information on School curriculum and course material not posted on the official School website would be considered proprietary. If you have a question about whether content is proprietary or confidential, please contact the Communications Department.
- If confidential School-related material is exposed, please notify administration immediately so the School can take the proper steps to minimize the impact it may have.
- In accordance with the School’s anti-harassment, anti-discrimination and anti-bullying policies, comments that are discriminatory, harassing or threatening toward any member of The Lawrenceville School community are unacceptable.
- Posts, chats, sharing, and messaging over the School network may be monitored and retained.

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