

# TWITTER GUIDELINES & BEST PRACTICES

## SECURITY AND PRIVACY

### Your Name

- Unlike Facebook, you can have multiple Twitter accounts. That said: It can be challenging to maintain multiple social media accounts. Remember that you are representing Saint Paul Public Schools (SPPS). If you want a professional account, we recommend leading with “SPPS.”
- You can change your username; however, it’s wise to stay with one name for the sake of consistency and ability for your followers to find you.



### Avatars

- Remember again that you are representing SPPS. We recommend using a professional photo or an image that represents the legitimacy of your position as a professional educator. Also, be mindful of copyright.

**This is your Avatar**

### Passwords

- Set a strong password: Use a combination of letters characters and numbers.
- Change your password often
- Do not use your SPPS account password
- Protect your password: It is nearly impossible to recover a lost password if you cannot access your email, so be sure to use a dependable email.

### Privacy Settings

- We recommend that you do NOT include location data (by checking the box “Add a location to my Tweets”) due to student privacy concerns.
- “**Protect my Tweets**” is a function that keeps your Twitter stream “private” between you and those whom you grant access. \*Note: This does not protect you from your subscribers sharing your content.

**Whatever you Tweet is a matter of public record. FOREVER.  
The data associated with those Tweets is owned by Twitter.**

## TWITTER AND STUDENTS

### 13 and over is the rule

Twitter explicitly states it is intended for users 13 and older. If you plan to use Twitter, think carefully about your audience. You may not require students to get Twitter accounts.

### Student data

Be sure to keep student data private, whether it be names, locations or pictures. Check with your office before putting any photos of students to be sure there is a media release form for every student pictured.

 **Users/Hashtags to follow -**  
From SPPS: @JoeGothard // @SPPS\_News // @RyanVernosh // @SPPS\_PL // #IamSPPS  
Education: @edutopia // @BCassellius // @MNDeptEd

## ETIQUETTE AND REPUTATION

### Professional vs. Private

- At the end of the day, it’s all public. Don’t think someone won’t put all the pieces together. Remember anything you Tweet (or put on social media) can be a reflection on the school district and your peers.
- SPPS Employees are in positions of public trust. Avoid making comments or post that erode that trust.
- SPPS respects every employee’s free speech rights. However, we are obligated to act on public comments that are discriminatory, malicious, threatening and that result in a disruption of operations.
- Maintain professional boundaries between your personal and professional sites and materials. Never misrepresent your position, status or influence within the district.
- Do not post negative information about students, co-workers or school administrators. If you would not want those parties to read it, then don’t post it.
- District issued devices should only be used for instructional purposes and in support of district operation. Do not access inappropriate sites on your school-issued devices.

### Followers

- Who you choose to follow will publicly reflect the District and your reputation. Be mindful that as teachers you are setting examples for your students.

### Be careful how you respond

- Research the history of a user before you hit “reply” and start a conversation. It may seem fun, but look at past Tweets and judge if it would be a good interaction to have.

**Also: Don’t argue, especially after midnight.**