

Guidelines for Personal Social Media Usage

1.

Work comes first. Don't let social media get in the way of you – or your colleagues – doing your job and what's expected of you.

2.

Understand the privacy settings associated with your social media accounts. Configure the privacy settings on your social media profile to aptly satisfy your privacy requirements.

3.

Feel free to let everyone know you work for Urban Teachers but make it clear that the statements you post are your own. Something in your account profile, or a simple #IMO would work fine.

4.

Remember that whatever you post can easily make its way to mass media. Be aware of and respect the confidentiality of Urban Teachers, Johns Hopkins, and your local school and abide by any policies dictated by them. Lack of respect for the privacy of persons and organizations will not be tolerated.

5.

Your voice can be powerful, so don't spread false information, rumors or misleading claims about Urban Teachers (including staff and faculty), our products and services, or other partners. Get the facts to always be honest and accurate.

6.

Anything you share on the internet can take on a life of its own and be hard to remove once it's out there. Always ask yourself if you'd want this printed on the front page of every newspaper.

7.

If a journalist contacts you, be sure to direct them to Urban Teachers Marketing Department (email: engage@urbanteachers.org).

8.

Complaints or concerns about Urban Teachers are best resolved by speaking directly with someone, rather than distributed on social media.

9.

If you make a mistake, be quick to correct it. Then contact Urban Teachers Marketing Department for some additional help (email: engage@urbanteachers.org) and be clear about what you did to fix it.

10.

Show respect for others' opinions, even when you might not agree. Don't engage in trolling or flaming. Don't bully others using malicious, obscene, threatening or intimidating actions; don't use discriminatory remarks, threats of violence or unlawful conduct, content meant to harm someone's reputation or anything that could create a hostile work environment on the basis of age, race, sex, sexual orientation, disability, religion or any other status protected by law or Urban Teachers policies.