

Hawthorn Academy
Policy: Employee Social Media Guidelines
Approved: 04.15.2026



The use of social media (Facebook, Twitter/X, YouTube, Instagram, etc.) at work or for school or District business must be for educational purposes. As with any electronic resource provided by Hawthorn Academy, proper and improper use of social media networking sites fall under the provisions of this policy.

Social media can become a very proactive tool. Once a profile is created and a following established, information can be 'pushed out' instead of asking individuals to come to a website to gather information. The goal of Hawthorn Academy is for patrons and employees to have a positive experience with the use of social media. The use of social media for school or District business is not mandatory, but if an employee chooses to do so, the following guidelines are provided to support this goal. Violation of these guidelines may result in disciplinary action up to and including termination of employment, in accordance with Hawthorn Academy policies.

- Employees must have a specific educational purpose or need to use social media.
- Employees must have authorization from their Campus Principal or District administrator, prior to creating a professional social media account associated with their work for Hawthorn Academy.
- Employees creating social media accounts are responsible for all content posted to profiles, pages or groups of social media sites used for school or District business.
- The supervising Campus Principal or District administrator must be included in the page or group.
- District administration and the Communications Specialist reserve the right to audit and/or adjust any content posted to school or District authorized social media sites.
- When posting information to any group or professional page, keep in mind the following:
 - The lines between public and private and personal and professional are blurred in the digital world. You will always be considered a District employee. Whether it is clearly communicated or not, you will be associated with Hawthorn Academy in what you do and say online.
 - Online postings and conversations are not private.
 - Do not post any political, religious or sexual comments, images or material.
 - Express ideas and opinions in a respectful manner.
 - All communications should be in good taste and meet educational standards.
 - Never post a student's photo without obtaining parental permission, and photos must be consistent with school dress standards.
 - Images or pictures should portray employees and the District in a professional manner.

- Never share confidential information online.
 - Once information is posted in cyberspace it is permanent.
- Employees will not be friends with minor students (current or former) using personal accounts on Facebook, Twitter/X, Instagram, Google+, or any other social media sites.
- Employees cannot use personal social media profiles or pages for District or school business. Use of personal social media accounts must remain separate from professional accounts.
- Employees will not post pictures of students or any student information on their personal sites.
- District time should not be used to interact on personal social media pages.
- Employees who become aware of any violations of these Social Media Guidelines must immediately report their findings to a Campus Principal or District administrator, or to law enforcement, when appropriate.
- Violation of these guidelines may result in disciplinary action up to and including termination of employment, in accordance with Hawthorn Academy policies.

Employee Name _____

Employee Signature _____

Account ID(s) _____

Password(s) _____

Date _____