1. Know and follow District policies and regulations relating to online communications.

2. District employees are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media. Remember that what you publish will be public for a long time—protect your privacy.

3. Anonymity or false screen names should only be used in personal, non-work related online communications. Identify yourself, and when relevant, your District, when you discuss professional matters. Write in the first person. You must make it clear that you are speaking for yourself and not on behalf of the District.

4. If you publish content to a website and it has something to do with work you do or subjects associated with your District, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent my District's positions, policies or practices."

5. Respect copyright, fair use and financial disclosure laws. When you do use material from others, where possible link back to the source.

6. Never provide confidential or other proprietary information about your District, your students, or your co-workers. Ask permission prior to publishing or reporting on conversations that are meant to be, or might be assumed to be, private or internal to the District and your work.

7. Be particularly aware of student privacy laws including FERPA.

8. Don't cite or reference fellow staff members, administrators, parents, volunteers, suppliers, or others associated with the District without their approval.

9. Always maintain professional standards. Absolutely never use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.

10. Find out who else is blogging or publishing on the topic, and cite them.

11. Be aware of your professional responsibilities with online social networks. When you identify yourself as an educator, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.

12. Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.

13. Be thoughtful about everything published online. If you are angry or frustrated, it is best to avoid using online communications.

14. Be very judicious in disclosing any personal details, as they will be available online for a long time.

15. Try to add value. Provide worthwhile information and perspective. The District is best represented by its people and what you publish will reflect on your District and your community.

16. Maintaining the trust of others with whom you communicate is critical. If you have a vested interest in something you are discussing, be the first to point it out. Nothing gains you more notice in the online social media environment than honesty—or dishonesty.

17. Blogs, wikis, virtual worlds, social networks, or other tools hosted outside of the District's protected Intranet environment should not be used for internal communications among fellow employees. It is fine for fellow employees to disagree, but don't use your external blog or other online social media to air your differences in an inappropriate manner.

18. When speaking about other districts or teachers at other districts, be careful about identifying them if the remark may be interpreted as being critical of them. You must make sure that what you say is factual and that it does not disparage others.

19. Avoid arguments. Don't try to settle scores or goad others into inflammatory debates.

20. There are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to your work or the District, feel free to discuss it with your administrator. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.