



Social media account request form

Communications department

Everett Public Schools staff may set up social media accounts for schools, departments, programs, athletic teams and clubs. The communications dept. approves all accounts (and all posts on these accounts are public records). Staff must agree to the page/account owner requirements outlined below.

Please complete and return this form to the communications dept. Someone will contact you to assist with setting up your social media accounts. Please plan for half an hour or so to be available because verification codes may be sent to your work email and needed to activate your account(s).

Many staff have Twitter accounts that do not represent their school or program but do represent them or their classrooms. If your account meets at least one of the following criteria, the communications dept. must receive your registration form:

- You used your district email when you opened your account.
- The account's primary purpose is to promote your classroom, school, or district.

If you are not sure, let us know. Please contact the communications dept. at 425-385-4040 or communications@everettsd.org if you would like to discuss or have questions.

Account Type:

Please submit a separate form for each social media account.

☐ Facebook Page	☐ Facebook Group
☐ Twitter	☐ Instagram
☐ YouTube	☐ Vimeo

School/Department/Program: _____

Employee name: _____

Social media account name: _____

Email account associated with account: _____

Password associated with account: _____

As the social media account administrator, I agree that:

- The social media account I am setting up is for communicating information about my school, program, or department with students, families, and/or staff. My account is not replacing a teacher page on a school website or communicating course-specific information, such as assignment deadlines or grades.
- This page will be for: (describe purpose of the social media account and intended audience).

- My principal or department head has given me approval to start and maintain this social media account.
- My principal or a designee will always have administrative access to this social media account and will be monitoring the page periodically.
- I will administer this social media account using my Everett Public Schools email address as the contact email (FirstInitialLastName@everettsd.org).
- My Facebook page will be a “fan” page that allows students, staff and families to “like” my page, rather than “friend” my page. (Note: This does not apply if you are registering a social media account that is not Facebook).
- I will ensure the account meets the social media provider’s terms of use.
- I will not post or discuss individual student data on this social media account and will otherwise comply with the data-sharing requirements of the Family Educational Rights and Privacy Act (FERPA).
- I will not post pictures, video or information on this social media account associated with students who have a signed FERPA opt-out form.
- I will not discriminate against students or family members who choose not to participate on social media and who therefore do not have access to this account.
- I will not use this social media account as the exclusive form of communication for my school, program or department, to ensure those who do not use Facebook still have access to the information.
- I have read and understand Everett Public Schools Policy No. [5253](#), [3204P](#), and [4309P1](#) – Staff.
- I will provide updated username and password information to the communications dept. if it is changed.

Employee Name: _____

Employee Signature: _____

Date: _____

As the principal, designee, or central office department head, I agree:

- I give approval for _____ to open and maintain this social media account. *(Employee's name)*
- I will always have administrative access to this social media account.
- I will periodically monitor this social media account.
- I will ensure this employee follows the guidelines outlined above.

Name: _____

Signature: _____

Date: _____

Please return to Linda Carbajal at LCarbajal@everettsd.org or contact her at 425-385-4041 if you have questions.