

Twitter: Goals, Policy, Recommendations

Social media at P.K. Yonge:

<https://pk Yonge.ufl.edu/faculty-staff-intranet/professional/social-media-p-k-yonge/>



Developmental Research School
at the University of Florida

Goals

- Raise the profile of P.K. Yonge as a model of K12 excellence, expertise, and innovation
- Engage P.K. Yonge faculty in the mission of the school and elevate the faculty profile
- Provide a forum where P.K. Yonge faculty are presented as teachers, researchers, and experts who engage in global conversations about teaching practice and educational innovation

Policy for @pk Yonge drs

Will follow:

- P.K. Yonge faculty/staff accounts (PKY-branded and non-branded accounts)
- Official P.K. Yonge student group accounts
- Organizations relevant to the work and mission of the school
- Private/professional accounts of individuals not employed by P.K. Yonge

Will not follow:

- P.K. Yonge student accounts
- P.K. Yonge group accounts that are managed solely by students (without faculty sponsor)

Will retweet:

- P.K. Yonge faculty/staff accounts (PKY-branded and non-branded accounts).
e.g. @CarrieGeigerPKY includes PKY in the handle and is used for professional purposes.
- P.K. Yonge student group/club/athletics accounts
- Personal/professional accounts of individuals not employed by P.K. Yonge
- Posts from PKY-branded faculty accounts that include photos of P.K. Yonge students
- Organizations/individuals relevant to the work and mission of the school

Will NOT retweet:

- Anything from a current P.K. Yonge student's account
- Any tweet that includes a P.K. Yonge student's Twitter handle
- Non-PKY branded faculty/staff tweets that include photos of P.K. Yonge students
- Any tweet that includes content that is overtly politically biased, religious, or otherwise sensitive

Will tag:

- P.K. Yonge faculty/staff accounts
- Personal/professional accounts of individuals not employed by P.K. Yonge

Will NOT tag:

- Current P.K. Yonge student accounts

P.K. Yonge does not sanction:

- Following or tagging current P.K. Yonge student Twitter accounts
- Retweeting current P.K. Yonge student tweets
- Sharing photos of current students on non-PKY branded accounts
- Tweets that include content that is overtly politically biased, religious, or otherwise sensitive

Recommendations for Faculty/Staff

- Create PKY-branded Twitter accounts (e.g. @first-initial-last-namePKY | @CarrieGeigerPKY)
- Reserve the use of PKY-branded accounts for topics related to professional practice
- Avoid sharing items of a political, religious, or otherwise sensitive nature from a PKY-branded account
- Review [Educator Code of Ethics](#), [UF Acceptable Use Policy](#), [UF Sexual Harassment Policy](#)