



## Social Media Guidelines for Candidates

School Board policies GBG , KF, KG, and KJ, and regulations KF-R and KG-R outline guidance regarding political and School Board campaigns and the involvement of ACPS staff members, as well as campaign use of school division resources and facilities, including social media.

These restrictions are intended to “assure that no public funds are used to support any candidate for public office; and assure that the public is not given the false impression that the school division supports or opposes any political candidate or party candidate for election to any office.” (Policy GBG)

**Because School Board policies do not address specific and evolving social media capabilities, however, the following guidelines have been developed for use by candidates for elected office in Alexandria.**

### Twitter

Please ensure that:

- ACPS (@ACPSk12) is not **TAGGED** in any tweets endorsing a particular candidate.
- ACPS students and staff (while in ACPS facilities or identified as ACPS students or staff) do not appear in any tweets endorsing a particular candidate.
- ACPS facilities do not appear in any tweets endorsing a particular candidate.

### Retweeting

- Candidates may freely **RETWEET** or **LIKE** any ACPS tweets, but must do so without any comment that implies endorsement by the school division, staff or students.

### Facebook

- Candidates may **SHARE** or **LIKE** an ACPS post on Facebook, but must do so without any comment that implies endorsement by the school division, staff or students.

Please ensure that:

- ACPS students and staff (while in ACPS facilities or identified as ACPS students or staff) do not appear in any posts endorsing a particular candidate.
- ACPS facilities do not appear in any posts endorsing a particular candidate.