



## **Nashua School District Social Media Strategy Statement**

Nashua School District (NSD) communicates with maximum transparency and timeliness while listening with thoughtful and respectful diligence, in order to build confidence and trust by the community in the school district.

Each communication vehicle has a specific purpose. NSD uses social media to augment other means of school and school district communication. There are many difficulties that uncontrolled social media conversations present, from misrepresentation of fact to uncivil discourse; therefore, it is a strategic decision to direct social media conversations to forums that are better suited to thoughtful dialogue and education.

- Twitter: NSD uses Twitter to publish school and school district information and activities. Twitter followers view messages in real time. The purpose of the NSD Twitter is to build awareness about our school and school district activities.

NSD staff members who wish to establish a social media site for a NSD office, school, class, program, or team/club must first notify their supervisor/principal and the Office of Communications.