



## Social Media Update

To be proactive and support a safe, professional online presence, I wanted to share some important reminders about social media use.

### Preventative Steps to Protect Your Accounts and Reputation:

1. Create secure passwords and enable multi-factor authentication.
2. Review your privacy settings to ensure only your intended audience can view your content.
3. Remove any language on personal profiles that directly connects you to your school or district.
4. Audit posts on your public-facing accounts to ensure all content aligns with professional and organizational standards.
5. Evaluate your tone and content across both personal and professional platforms, including public and private groups.

### Additional Best Practices:

- Periodically search your name online to monitor your digital footprint.
- Familiarize yourself with your school or district's social media policy.
- Be cautious when engaging with controversial topics and think twice before liking or sharing content.

I'm sharing these thoughts out of a genuine desire to help keep our educators safe. In today's climate, taking a moment to reflect on our online presence isn't just about professionalism; it's about protection. By proactively reviewing what's publicly visible on our social media accounts, we can minimize the risk of misinterpretation, unwanted attention, or reputational harm.

Social media is a powerful tool, a permanent tool.

Thank you for your time.

Sincerely,

Kathy Poehling  
OEA President

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Omaha Education Association | 4202 South 57 Street | Omaha, NE 68117-1349 US

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