



April 18, 2025

The Cautions Related to Social Media

Social media can be a wonderful professional tool for networking with colleagues, for finding information about professional learning opportunities, and for learning about what other educational leaders and systems are doing across the globe to promote student success.

There can also be pitfalls that can create negative consequences in our lives, and sometimes affect our employment status. Members are reminded to be cautious to ensure fiduciary responsibility when using social media, both for professional and personal purposes. When social media is used in a way that can be perceived to go against the values and direction of the employer, this can become problematic, and can sometimes result in a workplace conduct investigation or other related process.

If members have any questions or concerns, or find themselves in a situation where social media use is impacting their employment, please reach out to the [Member Support Services](#) team at BCPVPA.