

# CRANDALL ISD

## Social Media Policy

At Crandall ISD, our school community members use social media platforms to connect with prospective families, current families, students, and alumni. This may include promotional materials, educational content, and school activities, amongst others. The tools we use to do this are Facebook, Instagram, TikTok, and Twitter.

Crandall ISD takes social media seriously. Faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration.

### **Responding to Comments**

Comments should be responded to on a case-by-case basis. CISD recommends responding to appropriate questions within 24 hours during the school week, and within 48 hours on the weekend.

Responses can be handled by commenting publicly or privately (via a direct message).

It is fruitless to try to have a conversation with a “rager” (the social media term for a person who is chronically angry) or a “troll” (the term for people who enjoy stirring up trouble).

Contact Communications if you are unsure of how to handle a post.



*Communicate. Connect. Share Stories.*

## **Privacy Protection**

To ensure the safety of our community, Crandall ISD will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.

Photos of students will not be posted on Crandall ISD social media accounts if a parent specifically opts their children out of such communications. Unless otherwise opted out, students automatically opt-in. Students, faculty, and staff should similarly respect each other's confidential information in addition to CISD's brand and copyrighted material.

## **Expectations for Crandall ISD Faculty and Staff**


As a member of the Crandall ISD community, you are expected to act professionally on social media. If you wish to post any content of your classes, practices, or in-school interactions on social media, please do so on your professional account. If you would like to have anything posted on any of the Official CISD accounts, please send it to Courtnie Nix or your campus' social media moderator for proper review. Never use photos of students on your own personal accounts.

### *Responding to Comments*

It is important for Crandall ISD to respond to questions on our social media posts. Responses to questions asked by community members are only to be made by the assigned team responsible for running social media at each campus. There is no need to respond to negative comments or those argumentative in nature.

### *Posting During a Crisis*

In a crisis situation, you as a Crandall ISD faculty or staff member are strongly discouraged from using social media to make a statement. Posting a personal statement or opinion on social media regarding a district-related topic might also violate school board policy DH(LOCAL). A formal press release will be created by the Communications team. Depending on the situation, a social media post may also be shared by the Communications team. Communications serves as the official spokesperson for CISD and is responsible for all formal communication.



Where do I start? The district's three recommended social media platforms– Facebook, Twitter and Instagram– each have their own strengths for schools and departments.

#### *Benefits of Twitter*

- The easiest social media platform to consistently maintain
- Best social media platform to connect with other campuses and departments

#### *Benefits of Facebook*

- The social media platform most likely to connect with parents
- Biggest user base is moms ages 25-34

#### *Benefits of Instagram*

- Effective showcase for photography and images of a campus or department
- Most effective platform to connect with younger parents and alumni ages 18-25

#### *Benefits of TikTok*

- Effective showcase for quick video highlights or shoutouts of a campus or department
- Most effective platform to connect with teen students.

At least three campus employees—including the principal—and the district's communications department should have the password and access to the social media account. That way, the campus still has access to the account if the primary social media lead leaves.

Crandall ISD supervisors, or their designees, are responsible for monitoring and providing feedback regarding their employees' professional social media sites. The monitoring responsibilities include reviewing the professional social media sites on a regular basis. If supervisors discover questionable communications or behavior on professional social media sites, they are required to contact the Communications department for assistance.



## **Expectations for Crandall ISD Students**

As a student of Crandall ISD, you are welcome to participate in interactions with the school online. You are expected to employ responsible behavior, and any disrespect to the school or to your peers — in addition to posting photos of other students without consent — will result in disciplinary action.