



KRUM ISD DISTRICT SOCIAL MEDIA USE POLICY

- A social media account used for district purposes is one that is used to post photos and information about your classroom, students, athletic organization, or club
- Each staff member wishing to have or moderate a page on a social network for district purposes must sign the social media regulations contract annually, or for each year they intend to use the page.
- To create a page, the moderator must complete a Social Media Use Form.
 - Moderators must inform the PIO of changes in login information as soon as they occur.
- Social Media Networks include, but are not limited to Facebook, Twitter, Instagram, Pinterest, YouTube, TikTok & Snap Chat
 - Under NO circumstances should TikTok or Snap Chat be used for district purposes or to communicate with students/parents
- District employees are not allowed to “follow” or “friend” students/parents on ANY social media site on both personal pages and pages used for district purposes.
 - There is an exception to this statute for personal social pages if the employee and student/parent have a social or familial relationship as outlined in Policy DH
 - As staff cannot follow or friend students/parents on social network sites, they cannot “like”, “react”, “retweet” or comment on posts made by students/parents, unless those posts were made by the student/parent onto the page used for district purposes.
 - Do not tag or tweet @ students or parents in social media postings.
- When creating a new Facebook page, Krum ISD must be the owner of the page.
 - For existing Facebook pages, Krum ISD must be assigned as an administrator under page roles
- All social media pages must be linked to the district’s archiving platform, Archive Social.
- Moderators will be responsible for posting and monitoring content on their page
 - Moderators are NOT allowed to delete content or block users from the page without first informing the PIO; comments may only be deleted if they contain vulgarity, harassment, other content that is inappropriate, or otherwise violate the Krum ISD Social Media Commenting Guidelines. Negative comments cannot be deleted, and are considered protected speech by the First Amendment. Users can only be blocked if they repeatedly violate these statutes.
- The employee understands that all social media used for district purposes is subject to the rules and guidelines outlined in Policy DH
- If a social media page is made by an employee for their classroom or organization, the page is to be deleted or updated accordingly should the employee leave the district. This includes but is not limited to:
 - Removing all indications that the employee is still employed with the district should they leave
 - Making a public post that announces the employee leaving the district, changing grade level, etc.
 - For extracurricular organizations, if a new employee will take over sponsorship of the club that employee is required to be made owner and given log in information for the page
 - They are required to sign the social media use form and social media regulations contract at the time of transfer
- At no time is an employee allowed to express negative sentiment toward the district, whether it be on personal pages or pages for district use



Krum ISD Social Media Regulations Contract

As a district employee moderating a social media page for district purposes, I have read, understand, and agree to abide by all rules set forth in this contract and under the Social Media Use Policy and Guidelines outlined in the Employee Handbook.

- I will not follow, like, or react to student/parent pages and posts, unless they were posted onto the district page.
- I will not friend or follow students/parents on social media.
- I will not tag or tweet @ students/parents on social media.
- I will not express negative sentiment toward the district in anyway.
- I will not delete posts or block users without first informing my supervisor and the PIO, and confirming that the deletion of such comments does not violate the First Amendment's protection of freedom of speech.
- Should I leave the district, I will update social media pages I moderate in accordance to the social media policy.
- I understand that at any time, I must hand over all log in information for pages I moderate.
- I understand that there is no right to privacy for communications or posts made on district social media pages.
- I understand that I will be required to connect the account to the district's social media archiving platform, Archive Social.
- I understand that all communications with students in electronic form must adhere to the rules and guidelines of Policy DH
- Should I have questions or concerns regarding the post, I will contact my supervisor and the PIO for guidance.

Employee Name: _____

Employee Signature: _____

Date: _____



Date: _____

Krum ISD Social Media Use Form

Existing Page Renewal:

New Page Set Up:

Name of moderator: _____

Position: _____ Campus: _____

Name of Social Network/Media Site:

Facebook

Twitter

Instagram

YouTube

Other: _____

Organization Use

Classroom Use

Name of organization/classroom: _____

Name of Page: _____

Handle (if applicable): @ _____

Username:

Password:

Purpose of using this site:

Target Audience:

Staff

Parents

Students

Anyone