



The Lake Worth ISD SOCIAL MEDIA HANDBOOK



LAKE WORTH INDEPENDENT SCHOOL DISTRICT

ONLINE SOCIAL MEDIA GUIDELINES

INTRODUCTION

Every day, people discuss, share and embrace Lake Worth ISD in thousands of online conversations. We recognize the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way. The Lake Worth ISD Online Social Media Guidelines have been developed to help educate and empower our staff to participate in this new frontier of marketing and communications, represent our district, and share the optimistic and positive spirits of our students, staff, and brand.

The vision of LWISD to achieve consistent positive growth online and offline is guided by the values that we live by as an organization and as professionals:

- **LEADERSHIP:** The courage to shape a better future for our students;
- **TEAMWORK:** Working together to achieve an ultimate goal;
- **INTEGRITY:** Being real;
- **ACCOUNTABILITY:** Recognizing that if it is to be, it's up to me;
- **PASSION:** Showing our commitment in heart and mind;
- **DIVERSITY:** Being as inclusive as our students and community; and
- **QUALITY:** Ensuring what we do, we do with pride.

These Online Social Media Guidelines are intended to outline how these values should be demonstrated in our online social media platforms at each campus and to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of LWISD. We must always remember who we are and what our role is in the social media community (to build a positive brand and share positive experiences) and apply those rules to our messaging and communication.

LWISD encourages all of its staff to explore and engage in social media communities at a level at which they feel comfortable. Have fun, but be smart. The best advice is to approach online media in the same way we do the physical one – by using sound judgment and common sense, and by adhering to company policies and guidelines.

Our Expectations for Staff Personal Behavior in Online Social Media

There's a big difference in speaking "on behalf of LWISD" and speaking "about" LWISD. This set of 5 principles refers to those personal or unofficial online activities where you might refer to LWISD.

1. Adhere to the LWISD Code of Conduct and other applicable HR policies.
2. You are responsible for your actions. Anything you post that can potentially have a negative impact on the LWISD image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.
3. Be a "scout" for compliments and criticism. Even if you are not an official Public Relations or Communications professional, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the district or individual campuses that you believe are important, consider sharing them by forwarding them to omathis@lwisd.org.

4. Let the subject matter experts respond to negative posts. You may come across negative or disparaging posts about the district or its campuses, or see third parties trying to spark negative conversations. Pass the post(s) along to our Communications Department staff who are trained to address such comments, at omathis@lwisd.org.

5. Be conscious when mixing your business and personal lives. Remember NEVER to disclose PII or confidential information, and be aware that taking public positions online that are counter to the district's interests might cause conflict.

Our Expectations and Tips for Social Media

Just as with traditional media, we have an opportunity – and a responsibility – to effectively manage the district's reputation online and to selectively engage and participate in the thousands of online conversations that mention us every day. The following 10 principles guide how our teachers, administration, and staff should represent LWISD in an online, official capacity when they are speaking “on behalf of the district:”

1. No Classified Information - Do not post sensitive or For Administration Use Only information. When in doubt, contact the Communications Department.

2. Stay in your Lane - Discussing issues related to your career or personal life should not be discussed on campus pages or any district social media platforms. Speaking negatively about the district, students or staff is prohibited.

3. Obey Laws and Company Code of Conduct - Be sure to keep guidelines laid out in the Employee Handbook and Code of Conduct in mind when posting.

4. Use your Best Judgement - What you write may have serious consequences. Once you post something on social media, it never goes away. Even deleting the post doesn't mean it is truly gone. You bear sole responsibility for what you post.

5. Be Aware of the Image you Present - You are a Brand Ambassador for LWISD any time you post online. Don't do anything that discredits you or our district.

6. Avoid the Offensive - Posting defamatory, libelous, vulgar, obscene, abusive, profane, threatening, racially or ethnically hateful or otherwise offensive verbiage or material. Avoid pushing out religious or politically driven content.

7. Be Cautious with Information Sharing - Maintain privacy settings on your social media, change passwords regularly and do not give out login information unless otherwise directed by the Communications Department.

8. Don't Violate Privacy - Do not post anything that would infringe on the privacy of students, families or staff. Ensure any photos of students are cleared and approved with a Media Release Form. For more information, contact PEIMS.

9. Don't Violate Copyright - Do not post any media or information protected by copyright without the permission of the copyright owner.

10. Don't Misuse Trademarks - The LWISD logo and trademarks represent our brand identity. When posting any LWISD logos, you must follow the display guidelines laid out in the LWISD Brand Guide Book found on the Communications page of the district website.

11. No Endorsements - Do not use the LWISD name to endorse or promote products not approved first by the Superintendent.

12. Don't Promote Yourself for Personal Gain - Do not use LWISD or individual campus pages to promote, endorse, or benefit yourself or any profit-making group or agency. For questions, contact the Communications Department.

13. Follow Terms of Service - Be sure to familiarize yourself with each social media site's Terms of Service and follow them.

14. Geotagging & Tagging Students, Staff, etc. - When posting at or near a campus, you may geotag (add the current location) your post. This technology helps people find images and information based on a location from their mobile phone or desktop computer.

Social Media Header and Profile Image Guidelines

LWISD strives to maintain consistent branding and imagery across all platforms and channels. Ensuring that each campus profile page shares a similar layout and design helps families, students and staff locate the official campus or district page from spam or a fake account. The following expectations for each approved campus social media account are as follows:

Facebook

Name: SchoolName (no numbers, “_”, or “-”)

Header: 820 x 428 pixels

Profile Picture: District Logo or Campus Logo

Bio: “Fostering thinkers, contributors, competitors, and leaders.” or school motto

Hashtags: #LWISD #LakeWorthISD #SCHOOLNAME

Twitter

Name: @SchoolNameLWISD (no numbers, “_”, or “-”)

Header: 1500 x 500 pixels

Profile Picture: District Logo or Campus Logo

Bio: The official Twitter account for @LakeWorthISD 's NAME OF CAMPUS. Follow us on Facebook at <https://facebook.com/SCHOOLNAME/>. If your school has a Facebook page, if not, link to district Facebook page.

Hashtags: #LWISD #LakeWorthISD #SCHOOLNAME

Our Expectations for Dramatic Events, Drills, Emergencies

In the event of a lockdown, drill, emergency or other major event at one or all campuses, it is not authorized for the individual campus social media personnel to post on behalf of district. Only LWISD designated communications and public relations personnel may post and share official statements regarding any dramatic events, drills, deaths, accidents, school closings or other major events and emergencies. When in doubt, contact the Communications Department.