

Social Media Guidelines for Campuses and Departments

Creation of Guidelines

To ensure accurate and professional communication between campuses, students, parents, community and other public audiences.

Approved Social Media Platforms

1. **Facebook** allows for long content to be posted and is a great way to let parents know about upcoming events. Parent can 'like' the school's Facebook page/content and be notified when events are created on Facebook. These events can be responded to by parents by marking it as 'going' or 'interested.' Facebook is a great tool to keep parents in the loop.
2. **Twitter** is more text-centric, where post are 280 characters or less. These post are short and concise but can be shared and interacted with by parents and staff by 'retweeting' and 'favoriting' tweets.
3. **Instagram** is a visual social media tool where the primary form of social media communicated will be in the form of photos or videos. Instagram is a great tool to build community because it's a fun, easy-to-use app for all ages.
4. **YouTube** is a video sharing service where users can watch, like, share, comment and upload video content.

Rules

1. Campuses/ departments must request permission through Eduphoria Formspace
2. Campuses/ departments must provide Communications Department with email address (must be a galenaparkisd address), password, name of staff member responsible for posts, cell phone number of responsible staff member
3. No student shall be given or have access to account login/password
4. No student shall post on behalf of a school or a school organization
5. Only employees in good standing may post on behalf of a campus
6. Students must have a media release on file

Removing Social Media Post and/or Comments

1. Social media posts and/or comments should only be removed if the post contains the following
 - a. Profane language or content
 - b. Content promotes discrimination or explicit
 - c. Information that compromises public safety or endorses illegal behavior
 - d. HIPPA/ FERPA information (reference to employee/ student by name)
 - e. Copyright material
 - f. Commercial solicitation (ads)
2. Things to remember before removing posts/comments
 - a. **Consistent**- only remove post if they do not adhere to guidelines
 - b. **Document**- record what you removed and why
 - c. **Respect viewpoints**- do not remove post just because you disagree