



South San Antonio ISD Social Media and Website Protocols

At South San Antonio Independent School District (SSAISD), our members use social media platforms and district/campus website(s) 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, Twitter, YouTube, LinkedIn, NextDoor and district affiliated websites.

SSAISD faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration when using social media or its websites.

Privacy Protection

To ensure the safety of our community, SSAISD 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 SSAISD social media accounts or district-affiliated websites if a parent specifically opts their child(ren) out of such communications. Students will automatically opt-in, unless otherwise opted out.

Students, faculty and staff should similarly respect each other's confidential information in addition to SSAISD's brand and copyrighted material.

Acceptable Use

Faculty/Staff Professional Use

As an employee of the SSAISD community, all official district-related communication through social networking outlets and district-affiliated websites should remain professional and always be conducted in accordance with the district's communications policy, practices and expectations. Employees must not use official district social media, social networking sites or district-affiliated websites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Employees of the district are only allowed to conduct school business with students, if needed, via district-affiliated social media accounts between the hours of 8 a.m. to 8 p.m. District employees should be mindful that inappropriate usage of official district social media, social networking sites or district-affiliated websites can be grounds for disciplinary action.

If you wish to post any content of your classes, practices, or in-school interactions on the district's main social media platforms, please send information and relevant photos/videos to the Communications and Marketing department via the Communications Content Request Form (linked on department webpage). The Communications and Marketing department will conduct a proper review and if approved, post the content to the SSAISD accounts.

If social media, social networking sites and district-affiliated websites are used for official district business, the entire district site, regardless of any personal views, is subject to best practices guidelines, and standards. Only individuals authorized by the district may publish content to a district website or social media profile.

Faculty/Staff Personal Use

All district employees may have personal social networking/social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal and district views. District employees must never use their district email account or password in conjunction with a personal social networking or social media site.

The following guidance is for district employees who decide to have a personal social media/social networking site or who decide to comment on posts about official district business:

- State your name and, if relevant, role, when discussing district business.
- Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the district for which I work."
- Even with strict privacy settings, when posting online comments that are related to the district, staff should act as if all posts are in the public domain.
- Do not access personal social media profiles from school computers, on school networks, or during work hours.
- The district discourages staff members from 'friending' current students on personal social media accounts.

Crisis Use

In a crisis situation, you as a SSAISD 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.

If there is a crisis within our district, a formal press release will be created by the Communications and Marketing Department.

Approval and Registration

All district-related social media sites/websites shall be:

- Approved by the SSAISD Department of Technology and SSAISD Department of Communications and Marketing
- Approved social networking platforms and tools
- Administered by the contact or the appointed campus/department social media representative

Content Enforcement

Employees representing the district through social media outlets/district-affiliated websites or participating in comments, messaging, etc. must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in district social media/websites, blogs, or other social media features.

Written information must follow professional standards for:

- proper grammar
- spelling
- conciseness
- clarity
- accuracy

Content (i.e. captions, fliers, graphics, etc.) should avoid:

- jargon
- obscure terminology
- inappropriate acronyms

District employees recognize that the content and messages they post on social media platforms/district-affiliated websites are public and may be cited as official district statements.

All content (i.e. photos, videos, fliers, graphics, etc.) must be:

- related to district-affiliated events or local community
- posted in SD (standard quality) (i.e. not pixelated/blurry/distorted)
- high quality in terms of video/reels and attached audio
- free of profanity, racist, sexist, or derogatory content
- able to follow the SSAISD branding guidelines (i.e. colors, logos, etc.)

Social media should not be used to circumvent other district communication policies, including news media policy requirements. District employees may not publish information on district social media sites that includes:

- Confidential information about students or staff
- Copyright violations

- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

Comments

Whether positive or negative, it is important for SSAISD to respond to comments on our social media posts. Responses to comments or questions asked by community members, on the official district platforms, are to be made by the Communications and Marketing Department. Comments or questions directed to the campus/department related social media platforms are to be answered by the social media representative.

All comments — both positive and negative — should be responded to within 24 hours during the school week, and within 48 hours on the weekend. SSAISD is required to respond to all relevant comments, and will handle addressing the comment publicly or privately (via a direct message) on a case-by-case basis.

Public Records Law

District social media sites are subject to applicable public records laws. Any content maintained in a social media format related to district business, including communication posted by the district and communication received from citizens, is a public record. The department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

Moderation of Third Party Content

This district social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed if possible when the content of a post:

- is off-subject or out of context
- contains obscenity or material that appeals to an inappropriate interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities

- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates