



Beaumont ISD

Preparing Our Next Generation

SOCIAL MEDIA

Guidelines and Best Practices

Social Media Guidelines

Beaumont ISD realizes that part of 21st-century learning is adapting to and exploring new methods of communication. To this end, the BISD has adopted the following guidelines to provide direction when creating social media accounts for school, department, and district use, as well as participating in online social media activities.

Beaumont ISD prioritizes student safety, privacy, and success above all else. It is crucial for all schools to follow social media guidelines. These practices not only help us meet legal standards but also ensure effective crisis management, promote positive online behavior, and ultimately contribute to a more supportive and successful community for our students. Our commitment to transparent communication builds trust, enhances our reputation, and is a responsibility we all share and should take pride in. Social media accounts should not be considered the primary means of communication with parents.

By accessing, creating, or contributing to social media for school, department, or district use, you agree to abide by these guidelines.

AVOID USE OF TIK TOK AND TWITTER

TIK TOK

As of December 7, 2022, a directive from Governor Abbott stated that all state agencies must ban employees from downloading or using the app on government-issued devices, including cellphones, laptops and desktops, with exceptions for law enforcement agencies. Access to the TikTok app has been blocked from district devices and the district network. The prohibition extends to any application with any ownership by ByteDance Ltd., which is the parent company of TikTok.

TWITTER

Due to recent changes in Twitter's policies to allow posting of adult content. Technology Education leaders are increasingly concerned that the platform is no longer a safe way to communicate in educational spaces. Out of concern for our students' safety, students and employees' should not access Twitter on a school network.

FERPA

Before including a student in any type of social media or news announcement, you must confirm the student has a media release form on file. If students are at an event that is not required and/ or is open to the public, the media/others are free to photograph or video the event. (*For example, athletic events do not require the school to check students' FERPA permissions.*) At events students are required to attend, the school must take precautions so that students who can't be photographed are kept out of photographs or videos taken at the event. If you have questions regarding FERPA compliance, please contact the BISD Community and Media Relations Department.

Social Media Guidelines

CREATING SOCIAL MEDIA ACCOUNTS

Whether you are creating a social media account for campus, a school group, or a department, please keep the following guidelines in mind.

- Staff should notify their building principal or director and receive approval whenever they are considering a new use of social media or digital communication within the classroom.
- Use your district Gmail account to set up the social media account when possible, and be sure your principal or director has the password to any district-related social media accounts. Principals and directors are responsible for collecting and communicating social media account information to the Community Media Relations Department.
- If a student club or group requests a social media account, it must be set up with an employee email address and supervised by the employee. In addition, the password must be shared with the school administrator or department director.
- Obtain permission from the Community and Media Relations Department before using any official school or district logos. Official logos may only be used in a professional capacity. When using social media in a professional manner all images and colors should match the organization's logo or mascot when possible.
- General district sites and accounts – The district's social media sites, including the district's Instagram and Facebook accounts, will be managed by the Community & Media Relations Department.

If you have an existing social media site(s), please be sure it conforms to these guidelines ASAP.

GUIDELINES FOR EVERY SOCIAL MEDIA PLATFORM

The cover photo should incorporate pictures of students, showcasing diversity and grade levels. It should use branded colors only.

Your official campus or department logo should be used as the profile photo at all times. Avoid using the official logo for class, organization, and personal accounts.

Create a short and catchy hashtag, then include your hashtag in every post.

Social Media Guidelines

GUIDELINES FOR FACEBOOK

- Avoid creating Facebook “groups” and “profiles”; instead, create a professional Facebook “page.”
- Your page name should include your campus or department name followed by “-Beaumont ISD.”
 - (examples: *Amelia Elementary School - Beaumont ISD, Marshall Middle School- Beaumont ISD, Beaumont United- Beaumont ISD*)
- The “about” section of your page should include accurate contact information such as the campus address, phone number, and website.
- In addition to the Webmaster/Social Media Manager, add the principal/director and one additional member of your administrative team to the Facebook page with full page-administrator access. Ensure all administrators on the account have thoroughly read the Social Media Guidelines.
- Add the BISD Community and Media Relations Department to the Facebook page with full page-administrator access. (email: *Communications@bmtisd.com*, username: *BMTISD Comms*) This gives your page a layer of protection should you be moved to another school or your account is compromised.
- Monitor and ensure comments adhere to the BISD Social Media Commenting guidelines.

GUIDELINES FOR INSTAGRAM

- Ensure your Instagram page is a public professional page.
- Your page name should include your school name (or official nickname) followed by “_BMTISD”
 - (examples: *@Amelia_bmtisd @pmac_bmtisd @BeaumontUnited_bmtisd*)
- The bio should include “The Official CAMPUS/DEPARTMENT Instagram page and the link to your website.”
- In addition to the Webmaster/Social Media Manager, add the principal/director and one additional member of your administrative team to the Facebook page with full page-administrator access. Ensure all administrators on the account have thoroughly read the Social Media Guidelines.
- Add the BISD Community and Media Relations Department to the Facebook page with full page-administrator access. (Email: *Communications@bmtisd.com*, username: *@bmtisdcomms*) This gives your page a layer of protection should you be moved to another school or your account is compromised.
- Connect your Facebook and Instagram profiles for easy posting using Meta Business Suite.
- Monitor and ensure comments adhere to commenting guidelines.



Social Media Goals

1

Campus/department social media pages will direct traffic to the campus/department website.

2

Campus/department social media pages will highlight students through recognition.

3

Campus/department social media pages will highlight staff through recognition.

4

Campus/department social media pages will promote student recruitment.

5

Campus/department social media pages will promote staff recruitment.

6

Campus/department social media pages will share emergency notifications.

Social Media Best Practices

SOCIAL MEDIA CONTENT

As a general rule, your online behavior should reflect the same standards of honesty, respect, and consideration as your face-to-face communication. Consider your social media presence to be an extension of your classroom or office.

- Content must conform to all applicable state and federal laws, as well as all district and board policies and administrative procedures.
- Federal law prohibits the promotion of religion and political candidates/affiliation in public schools. district-sponsored social media content (which includes school, team, and district accounts) should not promote religious groups, gatherings, or political views.
- Content must not violate copyright or intellectual property laws.
- Any posts and comments should help build and support the school community. Do not comment on nor forward unsupported information, e.g. rumors.
- At no time should students be photographed or videoed without their knowledge.
- Photos and videos should be high quality. Because photos can always be made smaller, it is suggested that you take photos at the highest resolution possible. Photographs should be well composed and should represent the diversity of the district as much as possible. Add captions or alternative text to your photos for ADA compliance. If you are uploading 20 or more photos on Facebook, you should upload them to an "album." When sharing photos on Instagram, ensure you have cropped the image(s) to a square (1080px X 1080px) and limit the number of photos to 10 or less for one post.
- Graphics should use minimal text and should incorporate the school/department's brand colors and fonts. Graphics should be reviewed for spelling and grammar prior to being posted.
- When sharing graphics, include any text and/or links in the caption of the photo.
- Look critically at the subject matter. Does it promote Beaumont ISD in a positive light? Is it helpful? Is it truthful? Is it inspiring?
- Aim to post at least two but no more than five times per day. Utilize the Meta Business Suite "recommended times" for optimal audience engagement.
- When sharing district information, "share" the district's post. Do not copy and repost.
- The Community and Media Relations Department would like to help spread the news about exciting events happening in your school or department. If you share something on social media that you'd like the BISD to share district-wide, tag the district on your post.