

EMPLOYEE SOCIAL MEDIA GUIDELINES

Pharr-San Juan-Alamo ISD asks that ALL employees adhere to the following guidelines when using social media:

- All PSJA ISD employees must remain ethical and integral when posting online.
- Regardless of your privacy status on social networks, assume that everything you write, post or share on a social media site is public.
- Be aware of perceptions when you associate yourself with a certain group or person.
- The District encourages each employee to engage in political campaign activity so long as the employee refrains from any political campaign activity during work hours or while using District resources. This includes campus and/or department social media accounts, Therefore, there shall be no politicking, campaigning, or electioneering during working hours on PSJA ISD property and no use of District resources for that purpose either. Please be advised, posting on social media about prohibited topics during working hours may be a violation of District policy.
- Unless you are an authorized Social Media Manager or Public Relations Representative, don't let social media affect your job performance.
- Any private information relating to a student, family or colleague should not be shared without consent.
- Photos of students in a non-public setting should not be posted to private accounts unless shared from a district/school official social media account.
- When creating social media accounts for school organizations/teams/clubs, the sponsor/coach must create the account using their PSJA email and must immediately notify the district's Communications Office and follow the district's official social media accounts.

PERSONAL SOCIAL MEDIA & WORK-RELATED CONTENT

While employees may maintain personal social media accounts, care must be taken when posting content that relates to District work, District property, or professional responsibilities.

Use of District Property & Work Time

- District facilities, instructional spaces, logos, uniforms, equipment, vehicles, and work time may not be used for personal social media content creation unless explicitly authorized.
- Employees should avoid creating or posting personal content during contract hours that could reasonably be perceived as occurring during instructional or assigned duty time.

Filming or Posting from District Premises

- When posting content filmed on District property outside of work hours, employees must ensure that:
 - No students appear without proper authorization.
 - The setting does not create confusion about whether the content is an official District communication.
 - The content reflects professional standards consistent with District values.
 - If there is ambiguity regarding appropriateness, employees are encouraged to refrain from posting or seek guidance.

Purpose-Driven Content

- Social media content created or posted from the workplace should meaningfully highlight our campus, students, staff achievements, or District programs. Posts should reflect and support the District's mission and educational purpose.
- Content that does not directly support or highlight student learning, campus initiatives, or District programs should not be created or posted from District property or during work hours.
- Celebratory, team-building, and professional moments (e.g., staff recognition, professional development highlights, campus accomplishments, instructional innovation) are appropriate when they maintain professionalism and align with District values.
- Before posting, employees should consider: Does this post positively represent our students, our campus, or our programs? If the connection to our educational mission is unclear, the content should not be shared from the workplace or during work hours.

Leadership Responsibility

- Employees in leadership roles (Administrators, Directors, Campus leaders, Cabinet members, etc.) carry heightened visibility and influence. Even on personal accounts, leaders should consider whether the content may impact public trust, reflect on the District, or create confusion about official endorsement.

Perception Matters

- Employees should remain mindful that timestamps, location tags, District-branded attire, and visual backgrounds may create public perception concerns — even when policy has not technically been violated. Protecting the District's credibility includes avoiding situations that may be misinterpreted.

When in Doubt

- Employees are encouraged to consult their supervisor or the PSJA Communications Department when uncertain about social media content involving District property, work time, or professional representation.

“In every setting — physical or digital — we carry the responsibility of leadership. Our presence should reflect the same care, professionalism, and respect we promise to those we serve.”