SOCIAL MEDIA COMMUNITY STANDARDS
GKDAA (REGULATION)
CONTACT: CHIEF OF STAFF AND COMMUNICATIONS

Midland Independent School District (MISD) uses social media to foster community engagement and share achievements within our district. We encourage open and respectful dialogue that enhances the educational experience and reflects our shared values. These Community Standards have been developed to ensure that MISD social media platforms provide a positive and welcoming environment.

Guidelines for Participation:
We encourage our community to participate in conversations on MISD's social media channels by adhering to these guidelines:

- Comments or posts should maintain a respectful tone, refraining from profanity, threats, or vulgarity.
- Contributions should align with a K-12 educational setting, promoting constructive and positive discourse.
- Avoid using language that targets individuals or groups based on ethnicity, religion, race, gender, or other characteristics.
- Bullying, harassment, and hate speech are strictly prohibited.
- Avoid slander, libel, or language intended to harm the reputation of others.
- MISD seeks to maintain a focus on educational topics and student success. Therefore, comments or content aimed at campaigning for political office or detracting from the educational mission of MISD will be reviewed for alignment with our community standards and may be removed.
- Posts should not include false or misleading information about the district, its students, staff, or programs.
- Refrain from spamming, advertising, or sharing external links not relevant to the discussion.
- Respect the privacy of students, parents, staff, and community members; do not share images, videos, or personal information without appropriate permissions.
- Ensure that comments or posts are relevant to the specific topic of the original post and positively contribute to the conversation. Comments that are not relevant to the original post or that do not positively contribute to the original post may be removed.

Enforcement of Community Standards:

- Our goal is to cultivate a constructive and supportive space. Posts or comments that violate these standards may be removed. An attempt to notify users of any action taken will be made.
- Repeated violations may result in limited access or blocking from MISD social media platforms.

Monitoring & Communication:

The MISD Communications Department monitors and maintains our social media presence. If you have questions or concerns about these guidelines, contact us at communications@midlandisd.net.

- Reporters and other individuals seeking responses to questions or requests are asked to refrain from submitting questions as comments. Instead, send your inquiries directly to the MISD Communications team via email.

User Responsibilities: When engaging with MISD's social media, we ask users to contribute in a way that is respectful, relevant, and positive for all community members. Let's work together to uphold the values and standards of our school district.

Legal Compliance: These standards align with the terms of service of the social media platforms and comply with state and federal laws, including the Family Educational Rights and Privacy Act (FERPA) and the Children's Online Privacy Protection Act (COPPA). By following these standards, we can ensure a safe and welcoming online environment for everyone

Approved – June 2025