

# Social Media

## Guidelines

### **District Protocol**

*For the purpose of these guidelines, "social media" refers to any form of electronic communication through which users create online digital communities to share information, ideas, messages, and other content (such as photos/videos). Examples include, but are not limited to, Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, Snapchat, blogs, and podcasts.*

*These guidelines have been established to provide campus principals, department supervisors, and District staff direction on the appropriate personal and professional use of social media.*

# Rules & Expectations of Personal Social Media Use

*The use of personal social media channels to release District/Campus/Staff updates and news is prohibited. We **DO** encourage the use of professional personal profiles to publish educational content and collaboration. Make sure to **NOT** show student faces, full names, or anything that violates Student Privacy.*

As an employee of Tyler ISD, what we do and say reflects directly back to the District, including our activity on social media.

## **1) You Are an Employee First**

While we would like to think our social media accounts remain private, it is hard for others to distinguish the difference between our personal and professional opinions, especially when our personal accounts refer to our employers. Even when you have a disclaimer or use a different username, you will always be considered a Tyler ISD employee. Whether it is clearly communicated or not, you will be publicly identified as working for and representing the school and District in what you do and say online.

## **2) Be Professional**

Express your ideas and opinions in a respectful manner and consider carefully what you post through comments and photos. Share your Expertise – write what you know and be accurate. Add value to the discussion. Post something useful. Provide worthwhile information and perspective. A District's most valuable asset is its staff, represented by its people, and what you publish reflects on the school and District. Speak in the first person with your own voice and perspective.

## **3) Respect Others and Ensure the Safety of Students**

Respect the privacy and feelings of others and do not, under any circumstance, post offensive comments about students, colleagues, or Tyler ISD in general. Negative comments about people may amount to cyberbullying and could be deemed a disciplinary offense.

## Professional Social Media Use for District/Campus Accounts

When using social media as a part of your official duties as a Tyler ISD employee, the guidelines below should be followed:

- NO PERSONAL ADVERTISING.
- All official campus social media accounts must be identified in the bio/about/page description as “The official Tyler ISD Facebook/Instagram/etc. page of [insert full school name].”
- All District and campus brand guidelines for names, colors, and logo usage must be followed.
- Podcasts created by staff, or podcasts that include any staff members, must be approved by the Office of Communications and Public Relations.
- Podcasts, whether for internal use or for public consumption, are an extension of the District’s communication efforts and outreach. Staff must abide by these rules, as well as other social media best practices listed.
- All District, School Board, and State policies for Electronic Communications and Technology resources must be adhered to.
- Failure to follow the established guidelines may result in disciplinary action.
- Tyler ISD administrators reserve the right to remove any campus social media page that does not follow the Tyler ISD Social Media Rules of Engagement.

All original District/campus posts/updates need to be from an official District/Campus account and can then be shared to a professional personal profile.

### Campus Official Social Media Accounts

*There are two official social media accounts per campus (Facebook and Instagram) which were created by the Office of Communications and Public Relations (OCPR). As of August 2022, all campus Twitter accounts are no longer used.*

*Any District/campus account not created by the OCPR is not an official Tyler ISD account. Exceptions will apply for some accounts with large followings. Contact [skyler.hefley@tylerisd.org](mailto:skyler.hefley@tylerisd.org) or [jessica.poe@tylerisd.org](mailto:jessica.poe@tylerisd.org) for access to your official campus account(s).*

## Personal Social Media Use VS. District Official Social Media Use

Personal Accounts	District Associated Accounts
<ul style="list-style-type: none"> <li>• For personal/non-Tyler ISD use</li> <li>• May <b>NOT</b> use Tyler ISD logo/other intellectual property</li> <li>• May <b>NOT</b> post identifying student information and/or photos</li> </ul>	<ul style="list-style-type: none"> <li>• Exclusively for Tyler ISD-related content (no personal content)</li> <li>• May use Tyler ISD name, campus name, logos, and other intellectual property as appropriate</li> <li>• May post identifying student information and/or photos <b>only with media release consent forms</b></li> </ul> <p><i>(For most students, student work, videos, artwork, and pictures are covered by the annual media release consent signed by parents at the beginning of school. If that release was not approved, those students cannot be in any social/web/public content. If there is any doubt, have the release approved)</i></p>
<ul style="list-style-type: none"> <li>• Employees are liable for all personal posts</li> <li>• May <b>NOT</b> post any information, pictures or otherwise, that result in a violation of District Policy</li> </ul>	<ul style="list-style-type: none"> <li>• The official Tyler ISD channel covers the liability for what is posted</li> <li>• May not post any information, pictures or otherwise, that result in a violation of District Policy; may be subject to additional regulation by District supervisor(s)</li> </ul>
<p>The above guidelines apply whether using a personal service/site or a Tyler ISD provided service/site.</p>	

# Social Media Rules of Engagement

Tyler ISD's social media channels are provided for the District community by the Tyler ISD Office of Communications and Public Relations. The District is committed to sharing information using various media. We will update this page as often as possible with the latest news from Tyler ISD and its campuses.

The creation of unofficial social media pages that use Tyler ISD, its logo, likeness, or any campus in the District should not be created. This includes Facebook, Instagram, Twitter, LinkedIn, Podcast, TikTok, YouTube, Snapchat, NextDoor, Reddit, and any other future social media platforms.

All postings of comments on this page are at the discretion of the page administrators. The intent of these rules of engagement is not to keep any negative or critical information from being posted. It is to protect the privacy and rights of Tyler ISD staff and students. Naming specific employees or students in a negative way will not be tolerated. The page administrators will review all postings to ensure they align with these guidelines and the District's Electronic Use Policies.

## **Postings will be removed that:**

- Break the law or encourage others to do so. This includes respecting copyright and fair use laws.
- Contain abusive or inappropriate language or statements. This includes remarks that are racist, homophobic, or sexist, as well as those that contain obscenities or are sexually explicit.
- Easily identify students or staff in defamatory, abusive, or negative terms or violate privacy laws such as FERPA regulations.
- Do not show proper consideration for the privacy of others or are considered likely to offend or provoke others in a negative manner.
- Are spam – i.e., repeatedly posting the same comment or comments that are simply advertising/promoting a service or product.
- Are completely unrelated to Tyler ISD or random in nature. Postings on the District's discussion page should pertain to the stated discussion topic and adhere to these guidelines.

- Contain links to inappropriate content, based on the District's Acceptable Use Guidelines regarding Internet access.
- The page administrators reserve the right to remove any comments at any time for any reason.

## **Moderation Assist via Meta Business Suite**

Tyler ISD actively uses an automated moderation feature called Moderation Assist that is available to all Facebook business pages using the New Page Experience. It monitors all comments 24/7 made on all District and campus Facebook page posts and auto-hides any comments that meet specific criteria. Meta created Moderation Assist to decrease the number of bot/spam comments across all of Facebook.

**If any one of these criteria is met, the comment will be auto-hidden by Moderation Assist.**

- Author has had at least 3 comments reported, deleted, or hidden by admins in the past 30 days.
- Comment contains profanity.
- Comment has a video.
- Comment has certain keywords.
- Author has had their Facebook account for one week or less.
- Comment has a link.
- Author does not have any friends or followers.
- Author does not have a profile picture.