

Social Media Rules of Engagement

Tyler ISD's social media channels are provided for the District community by the Tyler ISD Communications and Public Relations Department. 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.

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;