



PASADENA  
INDEPENDENT  
SCHOOL  
DISTRICT

# Social Media Guidelines

08/01/14



The Pasadena Independent School District recognizes the importance of using social media as a communication and learning tool. The purpose of these guidelines is to assist District employees in navigating the appropriate use of social media tools in their professional and personal lives. Social media includes any form of online publication where end users post or engage in conversation and include blogs, wikis, podcasts, virtual worlds and social networks.

All staff are expected to serve as positive ambassadors for the District and appropriate role models for students. It is vital that staff maintain professionalism in their interactions with students and the community. Failure to do so could put you in violation of existing District policy and at risk of disciplinary action

### **1. You are Always a School Employee**

The lines between public and private, personal and professional are sometimes blurred in the digital world. Even when you have a disclaimer or use a different user name, you will always be considered to be a district employee. Whether it is clearly communicated or not, you will be publicly identified as working for and sometimes representing the school in what you do and say online.

### **2. Be Professional**

Represent the district values of respect, responsibility, integrity, citizenship, honesty and teamwork. Express your ideas and opinions in a respectful manner and consider carefully what you post through comments and photos.

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

Respect the privacy and the feelings of others and do not, under any circumstance, post offensive comments about students, colleagues, or the district in general. Negative comments about people may amount to cyber-bullying and could be deemed a disciplinary offence.

### **4. Manage Staff/Student Relationships Carefully**

Employees are prohibited from establishing personal relationships with students that are unprofessional and thereby inappropriate. Do not fraternize with students as though they are your peers or friends.

### **5. Help Build Our Community**

Write what you know, be accurate, and add value to the discussion. A district's most valuable asset is its staff represented by its people and what you publish may reflect on the school.

### **6. Personal Use**

The line between professional and personal relationships can be blurred within a social media context. Employees should exercise good judgement and common sense while maintaining their professionalism as a District employee.

# Facebook

1. Contact both your Associate Superintendent for Campus Development and Associate Superintendent for Communications to let them know your intent to set up a page. Turn in the attached form to both once your page is set up. If you have already set up a page, please complete the form and follow the guidelines below.
2. Set up your account as a Facebook PAGE.
3. The name of the page should include the name of the campus. For example: Pasadena High School or Pasadena High School Eagles. This nomenclature makes it easier for users to find your page and for identification.
4. Use your school's mascot or logo as your picture. You can get a copy of your logo from the U:Drive in the District Logo file.
5. Have a minimum of two page administrators for any page. One of these should include a campus administrator. In addition, the Associate Superintendent for Communications must be an administrator. Review page administrators annually.
6. Set up at least one of the page administrators to subscribe to the page so that they are informed of any postings.
7. Pages should be monitored on a daily basis.
8. Prompt responses should be provided to any questions or comments directly related to your campus.
9. Your page should only "like" Pasadena ISD or other Pasadena ISD campuses.
10. Do not tag students in pictures. Set privacy settings so that tagging is disabled.
11. Make certain that parents have not requested that their students not be pictured.
12. Post the following rules of engagement on your information page along with a brief description of your campus:

**Here are our rules of engagement for participation on the \*\*\*\* School Facebook page. We encourage your participation on our Facebook page. We ask that you exercise civility and good will in your communication. Any comments that are intentionally rude or deride the opinions of others will be removed. Part of the intent of our policies is to protect the privacy and rights of Pasadena ISD staff and students. Please be aware that your comments are public comments and can and may be used by anyone else, including news media.**

Posts that meet any of the following will be removed from the page and may be reported to Facebook for termination from the network.

- **Contain accusations or accusatory language toward an individual**
- **Break the law or encourage others to do so**
- **Contain abusive or inappropriate language or statements**
- **Easily identify students and/or staff in defamatory, abusive or generally negative terms**
- **Are spam**
- **Do not show proper consideration for others' privacy or are considered likely to offend or provoke others**
- **Contain any language that could constitute bullying.**

The page administrators reserve the right to not post or remove any comments at any time, for any reason.

# Twitter

1. Contact both your Associate Superintendent for Campus Development and Associate Superintendent for Communications to let them know your intent to set up a page. Turn in the attached form to both once your page is set up. If you have already set up a page, please complete the form and follow the guidelines below.
2. The name of the page should include the name of the campus. For example: Pasadena High School or Pasadena High School Eagles. This nomenclature makes it easier for users to find your page and for identification.
3. Use your school's mascot or logo as your picture. You can get a copy of your logo from the U:Drive in the District Logo file.
4. Have a minimum of 2 page administrators for any page. One of these should include a campus administrator. In addition, the Associate Superintendent for Communications must be an administrator. Review page administrators annually.
5. Email log-in can be your PISD email.
6. Schools should only follow PISD's or another PISD campus' Twitter page.
7. Privacy settings - All Tweets should be made available to the public.
8. Pages and @mentions should be monitored on a daily basis.
9. Do not publically respond to Tweets if the comment does not pertain to general school information.
10. Any Tweets deemed inappropriate by the campus administrator will be removed and that person will be removed as a follower.
11. Twitter should be used only as an informative tool to provide parents with general information and not as a sounding board for the parents.

## **The Profile Page should:**

1. Give a brief summary about the campus
2. Include a picture related to the campus
3. 3. Include the following rules of engagement:

We encourage your participation on our Twitter account. We ask that you exercise civility and good will in your communication. Any comments that are intentionally rude or deride the opinions of others will be removed. Part of the intent of our policies is to protect the privacy and rights of Pasadena ISD staff and students. Please be aware that your comments are public comments and can and may be used by anyone else, including news media.

Posts that meet any of the following will be removed from the page and may be reported to Twitter for termination from the network.

- Contain accusations or accusatory language toward an individual
- Break the law or encourage others to do so
- Contain abusive or inappropriate language or statements
- Easily identify students and/or staff in defamatory, abusive or generally negative terms
- Are spam
- Do not show proper consideration for others' privacy or are considered likely to offend or provoke others
- Contain any language that could constitute bullying.



Signature

**School Name:** .....

**Social Media Type:** .....

**Page Administrators and contact information:** .....

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.....

**Facebook Account/Name :** .....

**Username/Password :** .....

**Link to site :** .....

**Twitter Account/Name :** .....

**Username/Password :** .....

**Link to site :** .....

**Other type of web presence:** .....

**Link to site:** .....

I have  have not  made the Associate Superintendent for Communications an administrator of our page.

Please contact Renea Ivy, Associate Superintendent, Communications and Community Relations with questions or concerns. [rivy-sims@pasadenaisd.org](mailto:rivy-sims@pasadenaisd.org)