



PROFESSIONALISM ♦ ACCOUNTABILITY ♦ COMMUNICATION

# District Social Media Guidelines

A resource for EISD employees to be successful district ambassadors when communicating through social media platforms.

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## Purpose of the Social Media Guidelines

The Edgewood Independent School District (EISD) understands that part of 21st century learning is adapting to the changing methods of communication. To this aim, the Office of Communication and Public Relations has developed the following social media guidelines for staff to reference when participating in any social media network.

As an EISD district ambassador, these social media guidelines encourage employees to participate in online social activities. However, it is important to create an atmosphere of trust and individual accountability, keeping in mind that information produced by any EISD employee is a reflection on the entire district and is subject to the District's [Acceptable Use Policy](#) and [Employee Code of Conduct](#).

Please read the guidelines before participating in any social media network.

## What is Social Media?

Social media is an online, user-created content channel including text, video, images and other multimedia communications. Social media tools include, but are not limited to:

- Social Networking sites (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Photo and Video Sharing sites (YouTube, Flickr, SmugMug, Instagram, etc.)
- Podcasting and Vodcasting (video podcasting or vlogging)



## Creating a District-Affiliated Account

Edgewood Independent School District permits the use of social media (Facebook, Twitter, and Instagram) by departments and campuses solely to enhance communications with students, parents and other stakeholders and to publicize the accomplishments of students and staff.

District affiliated social media presences will follow district branding, including use of the district or campus logo. You can review the [EISD Brand Style Guide here](#). Each district-affiliated social media account must:

- Be created with an EISD email account
- State one (1) social media manager and one (1) backup social media manager (*in this case, the campus still has access to the account if the primary social media lead is no longer with the district*)
- Provide the Office of Communications & Public Relations with login credentials and administrator rights to the account. (*This is to serve as the ultimate support of the account*)

All district related accounts, such as clubs, teams, field trips, school course, or other sites must be authorized by the campus/department principal and Office of Communications and Public Relations. Any such sites, accounts or pages existing without prior authorization will be subject to review and editing.

**YOU ARE  
OUR DISTRICT  
AMBASSADOR.**



## Utilizing a District Social Media Account - Do's

All staff are expected to serve as role models for students and positive ambassadors for the District. Any communications through social media should remain professional and in accordance with District [guidelines, policies and procedures](#).

Employees administering a social media account on behalf of the district, a class, team, club, group, department, organization or school, or the district, are expected to:

- Keep content accurate, refreshed at least weekly.
- Provide the Office of Communications & Public Relations with login credentials and administrator rights to the account.
- Before posting any photos or videos of students, confirm the student has parental consent to have their child's photograph taken and published. ([EISD Board Policy FL](#), [FERPA Law U.S. Dept of Education](#))
- Post content that directly relates to the class, team, club, group, department or building, or to the school or district.
- Do not promote outside organizations on district-affiliated social media accounts unless there is a relationship to the district or approved by the Office of Superintendent or direct supervisor.
- Post original content. Be mindful of state and federal trademark, copyright and fair use laws.
- Monitor social media comments and messages on a regular basis.
- Post information that is factually accurate and free of grammatical or spelling errors.
- Take responsibility for anything "liked" or shared via social media when representing the district, as this can be construed as an endorsement. Do not share a link without fully reading it first.
- Adhere to all terms and conditions of individual social media sites or electronic messaging applications.
- Keep in mind that postings and comments to social media pages are subject to the Public Information Act. ([Government Code, Section 441.180\(11\)](#) & [Government Code, Section 441.187](#))



## Utilizing a District Social Media Account - Don't's

EISD reserves the right to delete or remove a post that violates any of the following rules:

- No profane, threatening, harassing, bullying, vulgar, obscene or discriminatory material.
- No material that is likely to disrupt the learning environment.
- No comments that portray students and/or staff in a defamatory, abusive, or generally negative tone.
- No plagiarism and respect copyrights and fair use laws; be sure to give proper credit for other's work.
- No spam or unsolicited advertisements - i.e. repeatedly posting the same comment(s) that are advertising/promoting an unrelated service or product.
- No content that violates or promotes the violation of school protocols, rules and/or policies.
- No political endorsements/lobbying.

In today's digital community, online postings and conversations **are not private**.

What you post can be seen by others and forwarded or shared in just a few clicks.

Do not share confidential information whether it is internal school discussions or specific information about students or other staff. [EISD Board Policy DH](#)



## Personal Responsibility

When interacting with others on social media on a personal social media account (one that is not affiliated with the district), employees are expected to follow the same behavioral standards they would in other communications. Employees are reminded of the following:

- Confidential information (including, but not limited to, student addresses and telephone numbers) should never be posted or solicited online.
- Employees are expected to refrain from reporting, speculating, discussing or giving any opinions on district topics or individuals that could be considered sensitive, confidential or disparaging.
- If you identify yourself as Edgewood Independent School District staff member online, it should be clear that the views you express are not necessarily those of the district.
- Guidelines regarding the use of student photographs or likenesses, information and classwork apply to social media and other online publications or venues.
- Pause before you post — regardless of your privacy settings, assume anything you post is public information. Don't post anything you wouldn't feel comfortable saying publicly.
- Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism. Photographs relating to alcohol or tobacco use may be deemed inappropriate.
- EISD employees are not permitted to solicit or accept "friend" requests from enrolled EISD students on any personal social media account. ([Employee Standards of Conduct DH Local](#))

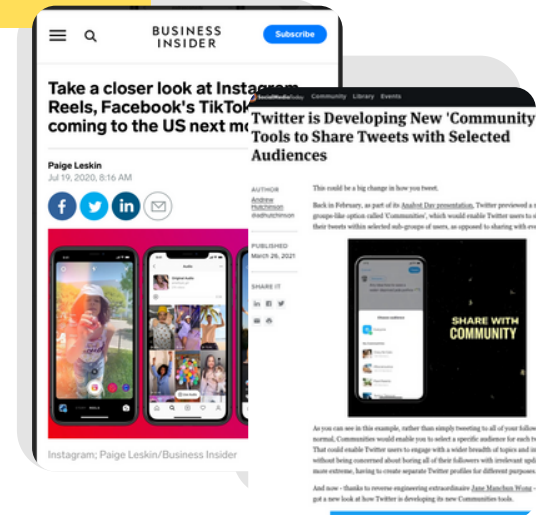


**Employees should be aware of the public and widespread nature of such media and again, refrain from any comment that could be deemed unprofessional.**

## Stay Current

It's important to stay ahead on the latest developments and trends in the social media world. Here are some popular websites about social media and technology:

- [SocialMediaToday.com](https://www.socialmediatoday.com)
- [DigitalTrends.com/social-media](https://www.digitaltrends.com/social-media)
- [SocialMediaExaminer.com](https://www.socialmediaexaminer.com)



## In Summary



We thank you for your time and dedication to highlighting the great things happening in the district! As district ambassadors, it's always best practice to uphold Edgewood ISD values when communicating with an online audience. Be respectful, responsible and remember our district's P.A.C. - Professionalism, Accountability and Communication.

For any questions, please contact the Office of Communications and Public Relations at [210-898-2038](tel:210-898-2038). We are also offering social media trainings to EISD employees at your convenience. Set up a training by filling out the Office of Communication and Public Relations Help Request Form [here](#).





## FOLLOW EISD ON SOCIAL MEDIA!



### Mission Statement

Edgewood ISD provides an exceptional learning experience that engages, empowers, and prepares students to compete and reach their highest potential in an ever-changing World.

### Vision Statement

For every child, success in life. Edgewood Proud!

Last Updated - April 2021