Establishing Social Media Accounts

Please review the following guidelines before opening a social media account:

Before setting up the account:

1. Decide who will be responsible for adding content to the page, keeping it current, and monitoring feedback. Failure to properly manage the account will result in its termination.
2. Identify the Backup Account Administrator for the new account which should be the campus principal or assistant principal.
3. Notify parents in writing (email may be used if all parents affected have verified accounts) that an account is being set up for a particular class, activity or organization.
4. Check with your campus registrar to determine whether any of the students associated with the account have opted out of the release of student directory information or have chosen to prohibit one-to-one electronic communication with the District.
5. Sign the Belton ISD Social Media Account Request form and email to communications@bisd.net.

Setting up the account:

1. The Communications Department will create all affiliated social media accounts.
2. The requestor will receive notification of approval or hold. If approved, an email will be sent from communications@bisd.net containing the appropriate account log in information.
3. Choose a logo or picture reflecting the account's purpose. Do not use the BISD Official Logo as the profile photo. The official logo is used exclusively by the District for its official accounts.

After the account is active:

1. Refer to BISD Social Media Guidelines below for Do's and Don'ts of operating a social media account.
2. Respect copyright and fair use laws. Don't break the law or encourage others to do so. If you are talking about somebody else's work, reference this or the person, and where possible include a link.
3. Watch for abusive, obscene, vulgar or inappropriate language or postings (this includes remarks that are racist, homophobic, sexist or sexually explicit).
4. Monitor spam, i.e. repeatedly posting the same comment or comments that are simply advertising/promoting a service or product. If you wouldn't want to receive it yourself, don't post it.
5. Make sure posts are related to the classroom instruction or the co-curricular or extracurricular activity.

If you have a question about these guidelines, please email the Communications Department.

BISD Social Media Guidelines

Do's

- Post about student accomplishments, campus achievements and reminders about upcoming schoolwide events
- Share content from our main district page @BeltonISD & fellow campuses
- Tag us @BeltonISD and use our hashtags when applicable #BISDmoments #BISDdesigns #BISDcreates #BISDbuilds
- One to two posts per day is usually the best, with a minimum of three posts per week, otherwise people may unfollow the page. Timeliness & relevancy is key, so try to keep your posts recent and fresh
- Use original photos & check your spelling/grammar
- Make sure that if the photos or videos do not belong to you, get permission before you post. (Note, you don't need permission to share photos and videos from other Facebook pages as they are public. You only need permission when you're uploading directly to the page)
- Create EVENTS on the page (Examples include: STEM Night, Open House, athletic games and performances, etc. that are school wide and open to the public)
- Use sites like Canva [www.canva.com] to create visually appealing graphics, fliers, posts, etc., or school wide reminders
- Personalize your campus voice by using pronouns *Us*, *Our*, *We, Your* and not as an individual ["I" or "My]"
- Delete/hide comments with profanity or posts that may be negative to members of staff/student body. Please refer to our Rules of Engagement (see below)
- Reply promptly
- Take screenshots of concerning posts/comments and forward them to your principal and our office immediately to communications@bisd.net
- Keep everything POSITIVE

Don'ts

- Don't go radio silent on pages. Schedule posts beforehand for breaks and holidays.
- Don't share internal documents on your page
- Don't violate FERPA. FERPA prohibits the release of private student information such as grades, discipline, attendance and test scores.
- Do not share GoFund me links or any type of link soliciting donations without prior approval from the Communications Office
- Don't share or like any political advertisements or promotion of services/products
- Don't engage in arguments with individuals who comment negatively, this is a platform to share positive news and stories to your families. Instead, provide a district phone number and contact name for the individual to speak with the appropriate Administrator directly.

Belton ISD Social Media Agreement

Date:_____

Account Administrator: _____

Campus, Classroom or Organization Name: _____

District phone number: _____   Cell phone number:_____

E-mail address: _____

Type of Request (Fill out a new form for each account type)

☐ Facebook   ☐ Twitter   ☐ YouTube   ☐ Instagram

Social Media Page name – Option 1: _____
Social Media Page name – Option 2: _____
(Ex: Sparta Tiger Choir or @BeltonISD)

Backup Account Administrator:_____

Name:_____   Phone:_____

Email:_____

We, the undersigned:

1. **Have read the BISD Social Media Account Guidelines and agree to abide by them.**

2. **Have read and agree to the terms and conditions of the Belton ISD Technology Use Agreement found in the Employee Handbook.**

3. **Have reviewed BISD Social Media Guidelines "Do's and Don'ts" and the appropriate privacy/security settings will be applied to my account(s).**

_____   _____
Account Administrator (Handwritten signatures only)   **Backup Account Administrator**

_____   _____
Campus/Department Administrator   **Date**

PLEASE ALLOW UP TO 10 DAYS FOR A RESPONSE. Not all requested accounts will be approved.

For Administrative Use Only:

Signature: _____   Date:_____

Please fill out this form, print, sign, and then scan and email to: communications@bisd.net. Questions? Call us at 215-2067.

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