

# 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, assistant principal or department admin.
3. Notify parents/staff 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](mailto: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](mailto: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 #celebrateBISD #EACHandEVERYstudent #inspiringdreams #empoweringfutures
- 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 (ask if you need training)
- 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 or director and our office immediately to [communications@bisd.net](mailto: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.