

SOCIAL MEDIA GUIDELINES FOR ALL EMPLOYEES

Pharr-San Juan-Alamo ISD asks that all employees adhere to the following items when using social media:

All PSJA ISD employees must remain ethical and integral when posting online.

Regardless of your privacy status on social networks, assume that everything you write, post or share on a social media site is public.

Be aware of perceptions when you associate yourself with a certain group or person.

The District encourages each employee to engage in political campaign activity so long as the employee refrains from any political campaign activity during work hours or while using District resources. This includes campus and/or department social media accounts. Therefore, there shall be no politicking, campaigning, or electioneering during working hours on PSJA ISD property and no use of District resources for that purpose either. Please be advised, posting on social media about prohibited topics during working hours may be a violation of District policy.

Unless you are an authorized Social Media Manager or Public Relations Representative, don't let social media affect your job performance.

Any private information relating to a student, family or colleague should not be shared without consent.

Photos of students in a non-public setting should not be posted to private accounts unless shared from a district/school official social media account.

When creating social media accounts for school organizations/teams/clubs, the sponsor/coach must create the account using their PSJA email and must immediately notify the district's Communications Office and follow the district's official social media accounts.