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PSJA ISD Social Media Guidelines

For Schools/Departments

Interested in opening an official Facebook, Twitter, or Instagram account for your school's student organization or department?

While we welcome our schools to have a presence on social media to promote the amazing things happening at their campuses, due to privacy laws ALL personnel must follow our district guidelines before creating a new page.

Please be aware that sponsors or teachers with social media accounts created through personal accounts are in violation of privacy laws.

Guidelines:

- Staff/sponsor must obtain approval from School Principal/Director;
- Inform our PSJA Communications Dept. at 354-2027;
- Carefully review our District Social Media Guidelines & Tips;
- Create the social media account with the sponsor's official work email; and
- Complete the following form immediately PSJA Social Media Campus Pages (www.psjaisd.us/socialaccounts)

Examples of school organizations/clubs pages include: Drama, Choir, Band, Orchestra, HOSA, BPA, FFA, Robotics, etc.



Follow us! @PSJAISD #PSJAProud

Questions? Contact the PSJA Communications Department at 354-2027



Twitter Guidelines & Best Practices

For District/Campus Administrators

Interested in developing an official presence on social media?

To protect the privacy rights of our employees, District Administrators are encouraged to have a separate Twitter account to highlight the hard work of students, staff as well as increase communication with all stakeholders utilizing their PSJA email.

Before setting up a new social media account, employees must contact the PSJA Communications Department at 956-354-2027.

If an employee wishes to use their personal account, he or she must ensure to not to engage in any conduct that would not be acceptable in the workplace and be mindful that what they post may be viewed by parents, students, administrators and community members for a long time.

Best Practices

All PSJA ISD social media accounts must respect intellectual property rights, federal Copyright law and district policies. When using social media as a part of their official duties, and/or when presenting oneself in social media settings as a district representative, employees must comply with applicable district policies governing employee behavior and acceptable use of electronic and information resources.

Only public information may be posted on district social media sites. Official district sites should not be used for the communication of business transactions, educational records protected by FERPA, medical records protected by HIPAA, or any other confidential information.

Content may sometimes include photographs, audio or video. Site administrators are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or district policies.

PSJA Social Media Rules of Engagement

Official PSJA ISD social media accounts are created to share important news and events to the tri-city community and other interested parties. PSJA ISD staff will update accounts periodically to keep parents and students informed of student, school and district achievements, as well as any upcoming events.

All postings are at the discretion of the administrators of the accounts. Please allow us to keep a friendly and positive environment for all by protecting the privacy and rights of PSJA ISD's students and staff. Comments and posts should refrain from using harsh or abusive language that may be negative to members of our staff and/or student body. Any comments that are intentionally rude or deride the opinions of others will be removed. Political advertisements or promotions of services/products are also prohibited.

Follow us! @PSJAISD #PSJAFamily

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