

# Social Media Guidelines



## PURPOSE

Haysville Public Schools will actively engage stakeholders on social media networks that are determined to be an appropriate fit for the district. The content shared on social media are done so with the intent of driving viewers to the district's website ([www.usd261.com](http://www.usd261.com)) or the individual school's web page.

All Haysville Public School's social media channels must be approved by the Communications Department. The Communications Director will be made an administrator on each site. All staff are expected to follow the School Board policy ([GAF/180](#)) and all other applicable local, state and federal laws in addition to board policy. Failure to comply with appropriate conduct outlined in district policy may result in disciplinary action.

## HOW TO GET APPROVAL FOR CHANNELS

We encourage our staff to be innovative with their use of social media in their classrooms and programs. However, you must get your account approved.

1. Fill out social media account form, found [here](#).
2. Once approved, you are considered a page manager and may set up your channel and send the link to your new page to the Communications Director.

If you have any questions or need assistance setting up or using an account, please contact the IT Department at the Administration Building (316) 554-2203.

## GUIDELINES FOR SOCIAL MEDIA MANAGERS

*Disclaimer: As an employee of USD 261, you are a representative of the district. Therefore, keep in mind that there is a digital record for everything you share on your accounts. Stop and think before responding to a critique. If it is an emergency, call the Communications Department immediately.*

- Social media managers should be familiar with the site and its settings. It's important to monitor the account and make daily interactions with the community.
- Remove content that doesn't comply with district guidelines. Tolerate negativity as necessary.
- Keep a log of users who violate the guidelines of participation (see page 2). If content is deleted or users blocked note the date, time, user name, and screenshot of the comment.
- Take complaints offline. If a user is complaining about a topic, request that they personally contact you by phone or give them an email or number to contact the appropriate person in relation to their issue.
- Correct errors with facts. If you post the wrong date and time of an event, activity, follow up with a corrected information and if possible a link, picture etc. with the corrected information.

## CONTENT GUIDELINES

District staff should use their best judgement when sharing content regardless of whether it is automatically published to social media sites or when responding to members of the community, other staff, students, and parents. To best ensure quality content is shared follow the L.A.S.T process.

*Legal*- make sure content does not violate FERPA laws outlined by the school board. Also, check copyright on photos being used and credit necessary photographers.

*Audience*- select quality content that fits your audience. Your primary audience is your students but your secondary audience is parents, other staff and the public.

*Source*- review your sources and make sure they are appropriate for your audience and are reputable sources.

*Test*- before you post anything ask a colleague for their opinion. It always helps to have someone review grammar and punctuation.

## SOCIAL MEDIA COMMUNITY GUIDELINES

- Be respectful. Personal attacks will not be tolerated. Inappropriate remarks and profanity will be deleted and you risk being blocked from account.
- We do not allow commercial solicitations or advertisements including promotions of particular services, products, political candidates or organizations.
- Conduct or encouragement of violence, criminal activity, or truancy will not be tolerated. Any threats made will be reported to law enforcement.

If you have any question about social networking or need guidance on best practices, please contact the Communications Department at (316) 554-200 ext. 127 or at [aludwig@usd261.com](mailto:aludwig@usd261.com).