Twitter/Facebook Suggested Guidelines for PISD Campuses

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1. Responsibilities for Twitter/Facebook campus use
   a. Twitter and Facebook will only be used by the campus for school-focused communication to their students and community – no personal communication is permitted. There will be only one district approved account per campus.
   b. The campus principal is responsible for all content and messages posted on Twitter and Facebook.
   c. The principal and/or one designee will be able to post content.
   d. The principal will complete a form naming their designee and these forms and access will be managed by the Instructional Technology department.
   e. The designee may send or post messages without direct permission from principal.
   f. The principal and/or designee must monitor followers on Twitter and delete comments from Facebook.
   g. The campus Twitter account will not follow other accounts on Twitter unless it is another campus in PISD.
   h. The campus Facebook account will be for a public page account only.
   i. Web page guidelines will be followed for all Facebook pages.
   j. The campus Twitter account can be set to update Facebook.
   k. Schools must agree to follow these guidelines as they request Twitter and Facebook accounts.

2. Naming for campus accounts will be consistent and setup at the district level
   a. SchoolNameMascot (e.g. PESHPanthers)

3. Marketing of campus Twitter/Facebook availability for parents and students
   a. Advertise on campus eNews, web page, Parent Portal, etc.
   b. Marquee sign at door to inform parents and students. (e.g. “Follow us on Twitter/Facebook”)

4. What kind of messages should be posted on Twitter/Facebook?
   a. School wide announcements only (e.g. Reminder about turning in packets, evening meetings, SAT deadlines, Saturday events, promote events, general interest, library hours, PSAT, PTA meetings, graduation, game scores, etc.)
   b. No club publicity and no 3rd party events should be posted.
   c. The time to send/post will be left to campuses (recommend sending before or after school hours).

5. Next steps
   a. A unique email address will be created for each campus account.
   b. Twitter/Facebook accounts will be setup by the Instructional Technology department when requested by the campus.
   c. Facebook and Twitter will be unblocked for staff beginning on October 11. There should be no staff use of personal accounts on Twitter or Facebook during the school day.
   d. The principal and/or designee can have the Twitter/Facebook account set up on their iPhone/iPod which can be used within the district or at home.