



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. PESH Panthers)
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.