Sweeny Independent School District
Social Media Guidelines

Sweeny ISD supports the use of social media as a means to facilitate communication. The responsible use of social media by district employees can be a beneficial and effective way to communicate with both parents and students alike. The following guidelines serve as Sweeny ISD's expectations for departments, classrooms, campuses, organizations and employees.

Authorization for SISD Social Media Account:
- All Sweeny ISD online social media accounts, current and future, must be authorized via attached application
- Each social media account will be approved by a campus principal or district technology/communications personnel
- Any existing sites or pages that represent Sweeny ISD are subject to review by campus administrators and may be amended or, when necessary, removed.

Social Media Content:
- All Sweeny ISD authorized social media accounts must follow the District's Responsible Use Guidelines, SBEC Code of Ethics, and Board Policy. Online behavior should reflect the same standards as those published in the Sweeny ISD Employee Handbook.
- All content that is illegal, obscene, pornographic, defamatory, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, harassing, abusive, hateful or embarrassing to any person or entity, inhospitable to a reasonable work environment, or otherwise injurious or objectionable, violates law, policy, or these guidelines is unacceptable and may be removed.
- FERPA and District Directory Information limit the release of private student information. District employees are responsible for becoming familiar with the privacy codes and their meaning. Do not post an image/video/name of a student whose parent has requested this information remain off of social media.
- Respect copyright and fair use guidelines.

Employee and Account Administrator Responsibilities:
- All Sweeny ISD employees need to be aware of their responsibilities concerning their personal social media accounts and will be held accountable for content on their social media accounts.
- The account administrator of a Sweeny ISD authorized account should ensure that content is consistently updated. Dormant accounts will be removed.
- Sweeny ISD employees need to familiarize themselves with appropriate security settings for any social media that may be in use.
- Pictures of students in a classroom should not be posted to personal social media accounts. Pictures of students at public events (games, concerts, plays, etc) may be posted to personal accounts.

District Role:
- The District does not endorse or take responsibility for content posted by third parties.
- The District does not permit explicit or implied institutional endorsement of any kind through the use of its names, trademarks, logos or images - including pictures of campus buildings.
- Sweeny ISD does not pre-screen posted content, but it shall have the right to remove content with cause.

Sweeny Independent School District
Authorization for Social Media Account

Account Administrator Information

Date:	Campus/Department:
Administrator on Account:	Email Address:
Type of social media account(s) (Twitter, Facebook, etc)	Intent of the account:

Backup Account Administrator and Log in Information
(Required for all accounts. Must be campus or district technology personnel)

Name:	Email Address:
Social media page name (ex: SHS Student Council, SHS Band)	
Social media account username:	Social media account password:

Agreements (initial by each statement)

_____ My initials affirm that I have read the SISD Social Media Guidelines and agree to abide by them.

_____ My initials affirm that I have read and agree to the terms and conditions of the Sweeny ISD Responsible Use Policy.

_____ My initials affirm that I have read Sweeny ISD Board Policy and understand electronic media expectation use with students.

Account Administrator Signature	Principal/Tech/Communication Personnel Signature

_____

When social media account(s) is approved, email a copy of this form to kbertsch@sweenyisd.org