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## Internal Procedure

### PURPOSE

This document defines the social networking and social media procedure for **Plainview Independent School District**, the “District.” To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, district departments may consider using social media tools to reach a broader audience. The district encourages the use of social media to further the goals of the district and the missions of its departments, where appropriate.

### PROFESSIONAL GUIDELINES

#### Professional Use

All official district-related communication through social media, should remain professional in nature and should always be conducted in accordance with the district’s communications procedure, practices and expectations. Employees must not use official district social media for political purposes, to conduct private commercial transactions, or to engage in private business activities. District employees should be mindful that inappropriate use of official district social media can be grounds for disciplinary action.

Only individuals authorized by the District may publish content to an district website or district social media account.

### POSTING

Official social media sites need to be clear, precise and follow industry best practices for posting updates. All content posted to district social media should be:

- Relevant – Information that engages residents and pertains to their daily lives
- Timely – Pertains to deadlines, upcoming events, or current news
- Actionable – Prompts residents to take an action

#### What Not to Post

District employees may not publish content on district social media sites that includes:

- Confidential Information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments
- Partisan political views

**Plainview Independent School District**  
2417 Yonkers  
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Phone (806) 293-6000 FAX (806) 296-4014

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Superintendent of Schools



- Commercial endorsements or SPAM

## REGISTERING A NEW PAGE

All “District” social media sites shall be (1) approved by **Public Information Officer**, (2) published using approved social networking platforms and tools, and (3) administered by the contact or their designee. The page will be administered and owned by the “District” under supervision of **Public Information Officer**.

## DEREGISTERING AN EXISTING PAGE

If a social media page is no longer of use, (1) notify **Public Information Officer**, (2) ensure records have been archived according to district guidelines, (3) unpublish and delete page.

## External

### PURPOSE

To build communication and trust with our residents and visitors, and encourage participation through comments and feedback.

### GOALS

- “District” aims to effectively use Social Media Accounts to:
- Provide Information
- Support Community Engagement and outreach
- Support marketing and promotional campaigns
- Frame the public conversation around “District”
- Assist with recruitment efforts

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Please be aware that when engaging with this district through Social Media, you agree to the following:

### **MODERATION OF THIRD PARTY CONTENT**

The district does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any Social Media Site. User-generated posts may be rejected or removed when the content includes any of the following:

- incitement of violence or violent behavior,
- defamation or spread of misinformation,
- copyrighted or commercial material
- fraudulent material or accusations, or
- obscene or illegal material.

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

### **EMERGENCY POSTINGS**

Social media sites are not monitored 24/7. If there is an emergency, contact 911.