



MELISSA SCHOOLS

Melissa Independent School District

Social Media Policy

MISSION

Melissa Schools will use approved social networking platforms to strategically communicate and engage with stakeholders and the general public, while reflecting the district's culture and core values.

FACEBOOK

1. Facebook pages will be maintained publicly for the district, schools, and programs.
2. Page maintenance and updates will be overseen by the Community Relations department in the Administrator role, with assigned personnel as Editors.
3. Facebook page updates will align with the district's best practices for social media postings and behavior.
4. Major announcements will be published first to the district Facebook page and then subsequently shared on the appropriate school and program pages.

TWITTER

1. Twitter accounts will be maintained publicly for the district, schools, and programs.
2. Teachers may also maintain individual public accounts that are district-affiliated.
3. Account maintenance and updates will be overseen by the Community Relations department, school principals, and personnel.
4. Twitter account updates will align with the district's best practices for social media postings and behavior.
5. Major announcements will be published first to the district Twitter account and then subsequently shared on the appropriate school and program accounts.



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OTHER SOCIAL NETWORKS

1. In order to align with digital communication trends, the district may elect to create accounts on additional social networking platforms outside of Facebook and Twitter.
2. These accounts will be reviewed, approved, and monitored by the Community Relations department on a case-by-case basis.
3. Account updates will align with the district's best practices for social media postings and behavior.

ACCEPTABLE CONTENT

All Melissa Schools social media accounts are an extension of already-established communication channels. These accounts may share news and announcements, student achievements, educational information, photos, and videos.

Comment approval and removal is at the discretion of account administrators. This is not to keep any negative or critical information from being posted, but to protect the privacy and rights of staff and students. Naming specific employees or students in a negative way will result in comment removal.

The district welcomes thoughts and comments from the community. However, administrators will remove postings that: (a) break the law or encourage others to do so, including copyright and fair use violations; (b) contain abusive or inappropriate language or statements, including remarks that are racist, sexist, contain obscenities, or are sexually explicit; (c) easily identify students and/or staff in defamatory, abusive, or generally negative terms; (d) do not show proper consideration for others' privacy or are considered likely to offend or provoke others; or (e) are spam, including posting comments that advertise/promote a service or product.

Administrators reserve the right not to publish and to remove or report any postings and users at any time.

To report inappropriate content or concerns for the district to review, please email the Community Relations department at communityrelations@melissaisd.org.