



Mansfield ISD Social Media Guidelines

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

Authorization for an MISD Social Media Account:

- All Mansfield 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 non-campus department supervisor.
- Any existing sites or pages that represent Mansfield ISD are subject to review by campus and department administrators and may be amended or, when necessary, removed.

Social Media Content:

- All MISD-authorized social media accounts must follow the District's Acceptable Use Policy, SBEC Code of Ethics, Board policy DH (LEGAL)(LOCAL)(EXHIBIT). Online behavior should reflect the same standards of what is published in the Mansfield Independent School District Employee Handbook.
- All content that is illegal, obscene, pornographic, defamatory, threatening, infringing of intellectual property rights, invasive of privacy, profane, libelous, threatening, 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 rules. Do not post an image/video/name of students whose parent has not agreed to the MISD Media Release Form.
- Respect copyright and fair use guidelines. See U.S. Copyright Office - Fair Use.

Employee and Account Administrator Responsibilities:

- All MISD 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.
- Be sure to include a disclaimer stating that the information is unofficial and representative of your views and opinions, and not necessarily the views and opinions of Mansfield ISD.
- The account administrator of an MISD-authorized account should ensure that content is consistently updated. Dormant accounts will be removed.

District Role:

- Use of District logos must be requested and approved through the Communications Department.
- The District does not endorse or take responsibility for content posted by third parties.
- The District does not permit explicit or implied institutional endorsements of any kind through the use of its names, trademarks, logos or images — including pictures of campus buildings.
- Mansfield ISD does not pre-screen posted content, but it shall have the right to remove content with cause.



Mansfield ISD Authorized Social Media Account

ACCOUNT ADMINISTRATOR

Date: _____	Campus or Location: _____
Administrator of account: _____	E-mail address: _____
Department, Campus, Classroom, or Organization name: _____	
District phone number: _____	Cell phone number: _____
Type of social media account(s) (i.e. Twitter, Facebook, Google Plus): _____	
Intent of the account: _____	

BACKUP ACCOUNT ADMINISTRATOR (Required for all accounts. Must be a Principal or designee):

Name: _____	E-mail address: _____
District phone number: _____	Cell phone number: _____
Social media page login name (ex: BHS Student Council Fan Page or @bmiscampus): _____	
Social media account username: _____	Social media account password: _____

AGREEMENTS (initial by each statement):

_____ My initials affirm that I have read the MISD 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 Mansfield ISD Acceptable Use Policy found in the Employee Handbook.

_____ My initials affirm that I have read the MISD Policies DH(LEGAL)(LOCAL) and (EXHIBIT) and understand Electronic Media expectation use with students.

Account Administrator (signature)

Principal or Department Director (signature)

For Communications Department Use Only:

(signature)

(date)

Once approved by the campus principal or non-campus department supervisor, email a copy to Christina Williamson, Director of Digital Media & Marketing, at christinawilliamson@misdmail.org. If you have any questions, call 817-299-6349.