

## **Introduction**

These guidelines were prepared as a resource for you. It is important to create a safe and transparent atmosphere of trust and individual accountability. Keep in mind that any and all information produced by Austin ISD employees is a reflection on the entire District.

These guidelines were created to provide assistance in the use of social media for communicating with students, staff and the larger Austin ISD community. They are intended to provide support for assessing communication goals and objectives, audience needs and interests, maintaining and creating content, resources, and determining whether a given social media channel is appropriate to meet those essential needs.

By accessing, creating, or contributing to any blogs, wikis, podcasts, or other social media for classroom or district use, you agree to abide by these guidelines.

## **Account Management**

Campuses and departments are required to maintain a list of accounts with passwords, and to archive all posts before closing any accounts. Critical incidents



### Audio:

Descriptive audio. Descriptive audio is the narrated description of any important non-verbal elements in your video. This track is written and recorded to fit within the gaps between important audio elements. On social media, descriptive audio is typically "baked in" and cannot be turned off.

### Transcripts:

Descriptive transcript. Sometimes referred to as a media alternative transcript, these transcripts provide descriptions alongside dialogue, much like a script.

## STEP 1

To Start: We highly recommend that you start by researching if your campus/department already has social media accounts tied to them. The goal is there should be only one main account per campus. Specific accounts can be tied to departments, classes, clubs or organizations, but must be run by an Austin ISD employee and information must be shared with The Communications Social Media Specialist.

If there are no accounts tied to your campus, start with one social media platform and create a strategy for posting consistently throughout the entire year. Remember you are required to maintain a list of all accounts and user information. Please also remember to give social media responsibilities to an Austin ISD employee only.

Social media accounts representing Austin ISD cannot be held by a non- Austin ISD employee; PTA, parent, student, external company. These accounts must state, "unofficial" within their title or biography description.

Find and monitor the conversations already taking place in the social media about the districts schools, events and policies.

Identify and follow key influencers in your target area of interest and learn what they find important.



Twitter and other forms of mobile communication have been proven to be effective in d