

## ARA

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

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

Byaccessing, creating, or contributing to anyblogs, ikis, podcasts, or other social media for classroom or district use, you agree to abide bythese guidelines.



Campuses and departments are required to maintain a list of accounts ith passwords, and to archie all posts before closing anyaccounts. Critical incide



#### Privacy

Respect student and familypriacyWhen contributing online do not post anyconfidential student information. Do not post anynames/photos/ideos of students on your campus/department site inhout checking the that the school has from registration of that student. Do not post names/photos/ideos of students on your personal accounts/sites.

Do not blur or coer student faces ith emojis, circles or other images. If a student does not have a signed media release, or if its unknow wether the student has a signed release, do not take a photo of that student.

Knowand followhe lawRefer to FERPA for specific guidelines on sharing student information. Neer post personally dentifiable or confidential information about stu. (on )-12.2 (abo) 49(6-( )-12.1 53.1 (.1 (de)-12.3 (nt)-1.1 (i)3 )-121-u. (or regarding health record (m)-od11 irades 11 idresses an Oher prot. 2.4 (mt)-1.1 (.)-12.3 (d i)-89(nf)-1.1 (or)-63 (m)-12.4 (at)-1.1 (i)-89(nf)-1.1 (or)-63 (mf)-1.2 (abo) 49(6-( )-12.3 (d i)-89(nf)-1.1 (a

#### Appropriat. Use

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## Audio:

Descriptie audio. Described ideo is the narrated description of anyimportant non-ideo. This track is witten and recorded to fit within the gaps between important audio elements. On soci media, described ideo is twically baked in and cannot be turned off.

#### Transcripts:

Descriptie transcript. Sometimes referred to as a media alternatie transcript, these transcripts proide descriptions alongside dialogue, much like a script.



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To Start: We highly ecommend 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 in The Communications Social Media Specialist.

If there are no accounts tied to your campus, start ith one social media platform and create a strategyfor posting consistentlythroughout the entire y ear. Remember you are required to maintain a list of all accounts and user information. Please also remember to gie social media responsibilities to an Austin ISD employee only

Social media accounts representing Austin ISD cannot be held by non- Austin ISD employe; PTA, parent, student, exernal company These accounts must state, unofficial thin their title or biographydescription.

Find and monitor the conersations alreadytaking place in the social media about the districts schools, eents and policies.

Identifyand followkeyinfluencers in our target area of interest and learn hat theyfind important.





Titter and other forms of mobile communication hae been proen to be eryeffectie in d