



SOCIAL MEDIA PAGE GUIDELINES FOR CAMPUSES

Contact Amanda Moore in the Communications Department before creating a campus social media page.

Creating an Official Campus/Department Facebook Page:

- The Communications Department will assist with the creation of an official campus Facebook page to ensure that all page settings comply with district standards and that required information is posted. (A document that lists required Facebook page settings will be provided for page administrators to assist with this process.)
- The campus principal and/or their designee will be named the page administrator(s), as well as members of the Communications Department.
- After the page has been created, the principal and/or designee will be responsible for the posting of content to the site and for monitoring the site to ensure the district's social media guidelines are being followed. The Communications office periodically monitors campus pages, but will only post to them when necessary.
- After the page receives 25 "fans" you will be able to create a Facebook URL for the page. This needs to be www.facebook.com/campusname (Ex: www.facebook.com/emsisd). When the URL has been established, please send the URL to Amanda Moore in the Communications Department to include in the district's online Social Media Directory.

Creating an Official Campus/Department Twitter Page:

- The Communications Department will assist with the creation of an official campus Twitter page to ensure that all page settings comply with district standards and that required information is posted.
- The Communications Department must be provided with the campus Twitter account log-in and password, however, the campus principal and/or their designee will be named the site administrator(s).
- After the page has been created, the principal and/or designee will be responsible for the posting of content to the site and for monitoring the site to ensure the district's social media guidelines are being followed.
- Campus Twitter pages must be named with the campus name or abbreviation.
- **We are aware that characters are limited on Twitter; however, the following information must be included on the campus profile page:**
 - This is the official Twitter page of _____ School and is maintained by school officials | 817-____-_____
 - Include a link to the district social media guidelines (<http://www.emsisd.com/Page/468>)
 - Include campus location (city and state)
 - A link to the campus website should also be included.

Reminders:

- **ALL posting of student photos must comply with FERPA laws!**
- **Respect copyright, trademark, and fair use laws.**

The Communications Department maintains an online directory of all campus and departmental social media accounts, which includes direct links to the pages. This helps our community know and trust the information shared via the official campus social media accounts.

Creating Teacher and Student Organization Pages:

- Teacher and/or organization sponsor will need to contact the campus principal for permission to setup a social media page. Once permission has been granted, it is suggested that someone from campus administration also serve as a page administrator. The page should include the district's social media guidelines and follow the district's required page settings.
- All student organization pages need to be maintained by a district employee and must follow the district's social media guidelines and required settings.
- The Communications office will not setup the teacher or student organization pages, will not be added as site administrators to those pages, and will not actively monitor unless an issue arises.



REQUIRED FACEBOOK PAGE SETTINGS

Campus/Departmental Facebook pages must comply with the following settings:

- **EMS ISD social media guidelines must be posted as a “note” and published on the page.** *Social media guidelines are located on the Communications Department website.*
- Campus Facebook page profile pictures should be the campus logo.
- Campus Facebook page header picture is normally a photo of the campus or mission statement.

About Section:

- **Category:** Education
- **Name:** Campus Full Name (_____ Elementary School, Middle School, High School)
- **Subcategories:** (*Elementary, Middle, or High*) School, Public School
- **Username:** www.facebook.com/ _____ (campus page name)
- **Address:** Campus address including city, state, zip code
- **State Date:** Select “Opened” and include the year campus opened
- **Hours:** Include regular school hours for campus
- **Short Description:** ***MUST STATE THE FOLLOWING:***
 - This is the official Facebook page for _____ School, located in the Eagle Mountain-Saginaw Independent School District in north Texas.
- **Long Description:** Include the following information for the campus:
 - School Colors: _____
 - School Mascot: _____
 - Grades Served: _____
 - Twitter Page: Link (*if applicable*) _____
- **Phone:** Include campus phone number
- **Website:** Include campus website

Page Settings:

- **Visitor Posts:** Disable posts by other people on the page
- **Messages:** People cannot contact my Page privately
- **Tagging Ability:** Only people who help manage my Page can tag photos posted on it
- **Others Tagging this Page:** People and other Pages can tag my Page
- **Profanity Filter:** Must be set to strong

Facebook Page URL:

- After the page receives 25 “likes” you will be able to create a Facebook URL for the page. This needs to be www.facebook.com/campusname (Ex: www.facebook.com/emsisd). **When the URL has been established, please send the URL to Amanda Moore in the Communications Department to include in the district’s online Social Media Directory.**

******Very Important Note Regarding Posting Photos of Students******
ALL posting of student photos must comply with FERPA laws!