

Professional Social Media Sites

Keller ISD campus, department, or school-associated Facebook pages, Twitter accounts and other social media sites are for the purpose of communicating Keller ISD related activities and news and connecting with their followers. The contents of the page and each post should be of a professional nature. It is the responsibility of the social media account manager to monitor the content of their pages regularly. Each account manager may designate additional editors, however it is recommended that no more than 3-4 people have access to any one account. The Communications Department will also support campuses and departments by helping monitor activity.

Rules of Engagement for Users

If a post violates any of the rules below, the Keller ISD Communications Department will ask that it be removed (this includes likes, shares or retweets of other posts from your account).

- No abusive, obscene, vulgar or inappropriate language or postings, including remarks that are racist, homophobic, sexist or sexually explicit
- No posts that refer to students and/or staff in a defamatory, abusive or generally negative tone
- Respect copyrights and fair use laws: no plagiarism – give proper credit for others' work
- No comments or postings that do not show proper consideration for others' privacy or are likely to offend or provoke others
- THINK – Is it True? Is it Helpful? Is it Inspiring? Is it Necessary? Is it Kind?

Tips for Editors

- Photos and short videos are the most engaging forms of electronic communication
 - Engage in Keller ISD social media campaigns throughout the year
 - Keep it campus related – avoid political or religious topics
- Check for permission when posting pictures of students who are identifiable (a list of those who are unable to be photographed can be obtained through the campus front office)
- Do not leave your phones, tablets, computers, etc. unlocked
- Be professional. While you may have separate personal and professional accounts, there is no such thing as an “unprofessional” account.
 - CONNECT with your followers – keep social media SOCIAL and not just another avenue for pushing out information
- Call the Communications Department if you need help with any social media platform or want a second opinion about something that has occurred on your social media account
 - Keller ISD Communications will always handle crisis communications situations