

Ysleta ISD Social Media Guidelines and Employee Agreement for Acceptable Use

Ysleta ISD's official social media accounts, including official blogs and wikis are a place for you and other YISD audiences to share stories and receive information. Ysleta ISD is not responsible for the accuracy of information, opinions, claims or advice shared by our audiences. We encourage collaboration, but please respect the community and its members.

Guidelines

Ysleta ISD retains the right to remove any content that management feels are offensive or that do not positively reflect the highest standards in education and of the agency.

Understand the Ysleta ISD reserves the right to remove postings that are:

- a) Abusive, defamatory, or obscene;
- b) Fraudulent, deceptive, or misleading;
- c) In violation of any intellectual property right of another;
- d) In violation of any law or regulation, or
- e) Otherwise offensive, graphically or in tone.

Anyone repeatedly posting material that falls into the above categories will be banned from participating.

Posting a Message or Comment

- With respect to your message or comment, be concise and stay on topic.
- Please refrain from posting personal messages. If you wish to discuss something off-topic with another contributor, obtain their email and continue your discussion outside the forum.
- Personal attacks are not permitted.
- Foul language and obscene images will not be posted. This is a family-friendly site.
- When in doubt, do not post.

Photograph or Videos

Photographs or videos of students without written permission from the students' parent /guardian should not be used or posted in any Web content. Permissions must be documented on eSchoolPlus SIS by the corresponding campus. Obscene images and videos will not be posted. Official permission documents can be obtained at each campus.

Copyrighted Material

Copyrighted photographs, videos or text must not be used on any official YISD social media, blogs or wikis. As tempting and stimulating to a discussion as it might be, it is a violation of United States copyright law to cut and paste copyrighted material from other publications unless you have obtained advance permission to do so. If you wish to reference materials that are available on the Web, copy the link(s) and include the link(s) in your message or comment. Limited quotations (a paragraph or less) of published works may be included as citations, but must also include attribution to the author, publisher, or information source.

Advertising

Wikis/blogs and comments are intended for the exchange of ideas, not self-promotion and marketing (also known as spam) of products and services.

Commercial content as either a direct or indirect attempt to solicit customers through a post will be permanently removed. Ysleta ISD reserves the right to include limited commercial content in the forum at its sole discretion. Classified advertising is NOT permitted.

Opinion and Professional Advice

Opinions expressed do not necessarily represent those of Ysleta ISD. Likewise, material posted to wikis/blogs and comments is not intended to be legal advice. Readers should always seek competent counsel prior to relying on any information posted on YISD social media accounts, blogs or wikis.

Rules for Acceptable Use

- You will be assigned an individual account for access to approved District technology resources, and you are responsible for not sharing your password or other account information with others.
- District-owned devices and personal devices that allow access to District email or potentially sensitive student or employee records must be password-protected.
- District technology resources are primarily for instructional and educational purposes. Limited personal use is allowed only if the rules in this agreement are followed and the use does not interfere with your assigned duties.
- You must comply with the Public Information Act, the Family Educational Rights and Privacy Act (FERPA), and any other applicable law or policy regarding records retention and confidentiality of student and District records.
- You must maintain the confidentiality of health or personnel information concerning colleagues, unless disclosure serves lawful professional purposes or is required by law.
- Please remember that all communications sent through District email accounts may be perceived as communications on behalf of the District. Consequently, all emails sent from District email accounts are subject to the District's acceptable use policy, and an employee who violates the policy may be disciplined accordingly.
- When communicating through email or other electronic means, you must use appropriate language and etiquette as you would when communicating face to face. Always be respectful.

- Only authorized District staff may communicate with District students through electronic means, including social media, email, and text messaging. If you are unsure whether or not you are authorized to communicate with a student through electronic means, ask your supervisor. [See DH]
- District devices, digital subscriptions, online learning resources, online applications, or other programs used for a District purpose must be approved by the technology coordinator or principal. District staff should not accept terms and conditions or sign user agreements on behalf of the District without preapproval.
- Potentially sensitive or confidential District records should not be sent, viewed, or stored using a device or application not approved by the District for official business use.
- You must immediately report any suspicious behavior or other misuse of technology to your supervisor or other campus administrator.
- You will be held responsible at all times for the proper use of your account, and the District may suspend or revoke your access if you violate the rules.

Inappropriate Use

The following are examples of inappropriate use of technology resources:

- Using the resources for any illegal purpose, including threatening school safety;
- Accessing the resources to knowingly alter, damage, or delete District property or information, or to breach any other electronic equipment, network, or electronic communications system in violation of the law or District policy;
- Damaging electronic communications systems or electronic equipment, including knowingly or intentionally introducing a virus to a device or network, or not taking proper security steps to prevent a device or network from becoming vulnerable;
- Disabling or attempting to disable or bypass any internet filtering device;
- Encrypting communications to avoid security review;
- Using someone's account without permission;
- Pretending to be someone else when posting, transmitting, or receiving messages;

- Attempting to read, delete, copy, modify, or interfere with another user's posting, transmission, or receipt of electronic media;
- Using resources to engage in conduct that harasses others;
- Sending, posting, or possessing materials that are abusive, obscene, pornographic, sexually oriented, threatening, harassing, damaging to another's reputation, or illegal, including material that constitutes prohibited harassment and "sexting;"
- Using inappropriate language such as cursing, vulgarity, ethnic or racial slurs, and any other inflammatory language;
- Posting or transmitting pictures of students without obtaining prior permission from all individuals depicted or from parents or guardians of depicted students who are under the age of 18;
- Violating others' intellectual property rights, including downloading or using copyrighted information without permission from the copyright holder;
- Wasting school resources through improper use of the District's technology resources, including sending spam; and
- Gaining unauthorized access to restricted information or resources.

Consequences for Inappropriate Use

The following are possible consequences of inappropriate use of technology resources:

- Suspension of access to the District's technology resources;
- Revocation of the account; or
- Other disciplinary or legal action in accordance with the District's policies and applicable laws.

Reporting Violations

- You must immediately report to the Communications and Marketing Department any known or suspected violation of these acceptable use guidelines.
- You must report to the Communications and Marketing Department requests for personally identifiable information (for example, dates of birth, social security number, home address, etc.), as well as any content or communication

that is abusive, obscene, pornographic, sexually oriented, threatening, harassing, damaging to another's reputation, or illegal.

I understand that my use of the District's technology resources is not private and that the District may monitor my activity.

I have read the District's technology resources policy, associated administrative regulations, and this user agreement and agree to abide by their provisions. In consideration for the privilege of using the District's technology resources, I hereby release the District, its operators, and any institutions with which it is affiliated from any and all claims and damages of any nature arising from my use of, or inability to use, these resources, including, without limitation, the type of damages identified in the District's policy and administrative regulations.

I understand that this user agreement must be renewed each school year.