



Social Media Account Application (GBEF-EA)

Any Phoenix Union High School District (the "District") staff member wishing to start and maintain an official social media site, must first obtain approval using this form, per GBEF-R. If the account is approved, it will be officially recognized and may be listed in the District Social Media Directory. **Prior approval is required for all social media sites.**

Read the Social Media Guidelines, incorporated herein, prior to completing the application.

Applicant Information

Name: _____ Title: _____
School/Site: _____ Phone #: _____
Email Address: _____

Name of school department/group/program/etc. for which the social media account will be created: _____

Social Media Platform (List only one per application. e.g. Facebook, Twitter, blog, etc.): _____

Site Title (The way it is listed to the public. Refer to Guideline #4.): _____

URL (If the account already exists): _____

Purpose/Goals of Site (What do you hope to achieve using this platform of social media?): _____

Who is the primary audience for this account? Students Parents Community Staff Other _____

Give some examples of content you plan to share: _____

How often will posts be done? _____

Contact information to be listed for site (email, phone # - Refer to Guideline #6.): _____

Does this department/group/program/etc. have an updated page/section on the District website? (Refer to Guideline #2.) (If no, we encourage you to set up a website prior to requesting Social Media Account approval. Contact your school website manager or administration for assistance.)

Yes No Website URL: _____

List social media account administrators/managers, in order of primary, secondary, etc.:

(There should be at least two in most cases to ensure longevity of the account. Refer to Guideline #7.)

- 1. Name: _____ Title: _____ School/Site: _____
- 2. Name: _____ Title: _____ School/Site: _____
- 3. Name: _____ Title: _____ School/Site: _____
- 4. Name: _____ Title: _____ School/Site: _____

I have read the guidelines listed and agree to follow them. I will notify the school administration if the goals, scope, name or social media account administrators of this site change, or if the account is deleted.

Signature: _____ Date: _____

Complete and return this form to the Principal of your School. You will be notified if your application is approved.

FOR OFFICIAL USE ONLY: Date Received: _____
School/Site Administrator Signature: _____

Approved? Yes No
Date: _____

Upon receipt, administration will review the request and approve or deny. Upon a decision, a copy of the form will be filed at the school level, a copy will be sent to the applicant and a copy will be sent to the Community Relations Office.

If approved, the applicant agrees to abide by the following guidelines in the proper setup and use of the social media account.

Social Media Guidelines:

1. **Never share your password with anyone that is not a site administrator, or do anything to jeopardize security of the site.**
2. Social media presence is secondary to a website presence on the official District website. Website updates must be done regularly in addition to the social media presence, as the District cannot require students to access social media sites for information.
3. A social media presence should have a specific purpose and all content should be relevant to the Districts mission.
4. Social media is designed for regular interaction. Social media site administrators must be prepared to designate time regularly to maintaining the site. If a site administrator leaves the District, it is their responsibility to transfer administrative rights to another staff member prior to leaving.
5. Your site title should include the full name of the school when technically possible. If the platform has title character limits, you should use the shortened name of the school (i.e. Alhambra, Trevor Browne, etc.) or initials. This will make it easier for followers to find the page. *See Guidelines #9-10 for specifics on Facebook and Twitter accounts.*
6. An official @phoenixunion.org District email account must be listed in association with an official social media site. Personal email accounts are not permitted for use with an official social media site.
7. For platforms that allow multiple administrators/managers (i.e. Facebook), there should be at least two administrators assigned editing privileges. A student may be one of the administrators of a site (with parental permission per GBEP-EB), however, a staff member is expected to more closely oversee activity in this instance.
8. The presence must be clearly identified as “official” and include a link to the official District website and school website using the following statement: “This is the official site of... For more information about Phoenix Union High School District or _____ High School, visit www.PhoenixUnion.org.” The word “official” does not need to appear in the site name.
9. All accounts, when possible, should follow, or “like” the District and applicable main school pages on the same platform.
10. Facebook specifics –
 - Pages must be categorized as a Fan Page (business page), not a Personal Page or Group.
 - Basic information must mention both the District and the school the site is associated with.
 - A means of contact outside of Facebook such as a phone number or email address as well as a listing to an official page on the www.phoenixunion.org website must be included.
 - One mandatory administrator that must be assigned is publicrelations@phoenixunion.org. This account can be included in your count of administrators. *This administrator will not participate in day-to-day account activity, and is only there for emergency access should an incident occur that requires immediate attention.*
 - Your account should “like” the District (www.facebook.com/phoenixunion) and school’s (if applicable) main account and should also feature it/them as a “featured like.”
11. Twitter specifics –
 - The “username” and “name” are two separate items and are both character-limited. For example, “PUHSD” is the “name” and “phoenixunionhs” is the “username”. When selecting a “username”, include either the shortened school name or initials and a descriptor (e.g. TGBstugo). When selecting a “name”, the full or shortened name of the school should be included.
 - Bio must mention both the District and the school the site is associated with.
 - Website listed in your profile must be an official page on the www.phoenixunion.org website.
 - Your account should “follow” the District (www.twitter.com/PhoenixUnionHS) and school’s (if applicable) main account.
12. **All postings must be accurate, respectful and transparent, and contain correct grammar and a professional voice. Remember that anything posted on the Internet lives virtually forever.**
13. It is the responsibility of the site administrator to regularly monitor site activity and comments and to remove, report or ban users when necessary. Comments that are obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or any other person or entity are not approved.
14. When possible, the posting guidelines below should be included in the account information (i.e. “About” section on Facebook). This defines the rules for people interacting on the site.
 - *While this is an open forum, it's also a family friendly one, so please keep your comments and posts appropriate.*
 - *You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.*
 - *Posts will be removed and users may be banned permanently if they violate any of the guidelines listed below.*
 - *Do not post graphic, obscene, explicit or racial comments. We also do not allow comments that are abusive, hateful, vindictive or intended to defame anyone or any organization.*
 - *Do not post any solicitations (ex: asking users to "like" your Facebook page, visit your website, sign a petition).*
 - *Do not post advertisements, prize contests or giveaways. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.*
 - *Apparent spamming or trolling will be removed and may cause the author(s) to be blocked from the page without notice.*
 - *Do not post copyrighted or trademarked images or graphics. Imagery posted on the Facebook wall should be owned by the user.*
 - *Do not post comments, photos or videos that suggest or encourage illegal activity.*
 - *Do not post political propaganda.*
15. Only official school or district logos/mascots (www.phoenixunion.org/logos) are authorized for use on the site.
16. All postings must adhere to GBEP. This includes the prohibition of political statements on any official social media site.
17. All sites and postings must adhere to FERPA guidelines.
18. If an account is geared to communicating with students, a written notice must be provided to parents of students that are in that specific club/group/etc., per GBEP-R. This is done using the official District form titled Digital Communication Informed Consent and Release for approval of the students to participate in a social media forum (GBEP-EB).
19. If a communication issue arises that you are unsure of how to handle, you think the subject may be controversial, or you observe ongoing communication that is harmful to the District and may require notifying others, contact the Community Relations Office for assistance.