

- ~~Stay within district branding, while conforming to the standards of the various social media platforms.~~
- ~~Include a URL to the district website, as appropriate, for followers to get additional details.~~
- ~~Include photos or videos for most posts to engage readers.~~

~~Highlight collaboration and partnerships between stakeholders.~~

Comment Policy

Staff should respond to questions in a timely fashion, when appropriate. Social media administrators should use honest, respectful and professional demeanor in communications, understanding that the account is the face of the ~~district~~District.

Use accuracy in all responses to comments or messages and post only relevant information. ~~Never offer~~Staff should refrain from offering personal opinions, ~~only facts and views consistent with the district's messaging.~~ Not all comments require a response.

Asking and Answering Questions

Answering appropriate questions will be done transparently in full public view, not just to the user who asked a question. ~~Not all questions must be answered, but those deemed appropriate for response can gain feedback and increase the number of users following and liking the District's pages.~~

Inaccurate, Inappropriate Posts

~~Inaccurate information will be corrected on~~The District reserves the public forum, preferably within the same business day. Communications staff will be responsible for researching and writing a response right to clear up the misinformation. Comments that personally attack a district employee hide or officer will be discussed with leadership for specific action. Responses to inappropriate comments will be handled on a case-by-case basis. ~~Offensive~~remove offensive posts will be hidden or removed by the account administrator. If the user continues to disagree or attempt to engage in a battle, staff will post a response as a public invitation to speak with that person through the District's main line and correct inaccurate information. Records from all ~~district~~District-run accounts must be made available in response to a public records request.

Auditing and Monitoring

Should a public records request be made, Communications staff will work with the District Record's office to locate and copy the requested material. Additionally, all District social media accounts are monitored and archived, including user comments, posts and edited material. Users should have no expectation of privacy. Users should further be aware that the District's archiving includes both the posted version of the comment as well as all metadata, including original version which are later edited or deleted.