



OVERVIEW

Before creating a Fort Worth ISD-affiliated social media account for your school, department or division, contact the Fort Worth ISD Communications Department. The department will provide guidance, expectations and continued support for all accounts.

These guidelines are meant to ensure the appropriate and successful use of Fort Worth ISD-affiliated social media accounts. The District will continue to adapt to the ever-evolving social media landscape as new technologies and tools emerge. These guidelines will be updated as needed.

- Who are your secondary audiences?
  - How will you reach out to them initially?
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- 
- What information do you want to share?
  - What initiative/event do you want to highlight?
  - Is there enough dynamic content to post at least once per day?
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- How will you assess your success?
- 
- Whom are you trying to engage?
  - How will they benefit from your social media presence?

FORT WORTH ISD SOCIAL MEDIA PROTOCOL

Fort Worth ISD-affiliated social media accounts should be focused and should complement the Fort Worth ISD's official website and social media profiles. Fort Worth ISD news releases should originate from the official District website and social media profiles due to the vast reach of these established audiences. In order to eliminate source confusion, FWISD-affiliated accounts are encouraged to share and retweet these items, but should not replicate in visual identity or content the official District accounts. If you have news that should be shared through official FWISD accounts, please contact . . .



All design elements of FWISD-affiliated social media accounts should be consistent with Fort Worth ISD Branding Guidelines: [. . . / . . .](#)

Any sites, accounts, or pages existing absent prior authorization will be subject to review, editing or removal. To request permission for a District-affiliated site, please contact the Communications Department.

When account managers have left their position and no longer require access to social media profiles, you must notify the Communication Department immediately. Please contact the Communications Department to remove or add an Editor.

Communications reserves the right to disable or temporarily unpublish Fort Worth ISD-related social media accounts that are dormant (no posts, no activity) for more than TWO months, as such stagnancy reflects poorly on the District.

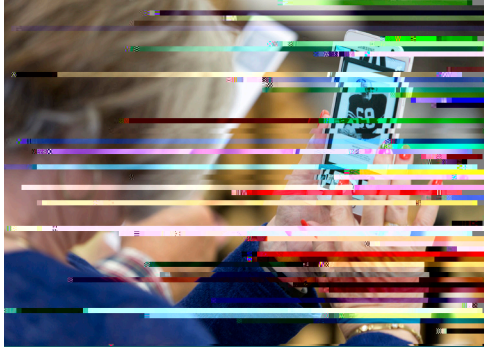
#### FORT WORTH ISD OFFICIAL SOCIAL MEDIA ACCOUNTS

Twitter: @FortWorthISD

Facebook: @FortWorthISD

Instagram: @FortWorthISD

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**RULES OF ENGAGEMENT**

- (1) No profanity
- (2) No vulgarities
- (3) No accusations or accusatory language toward an individual (or group of individuals)