



# BOERNE ISD SOCIAL MEDIA STANDARDS

Boerne ISD manages social media accounts through the Communications Department to share important information with our community and celebrate the accomplishments of our district.

The Communications team reserves the right to remove comments and/or ban users that do not meet our standards outlined below. These standards also extend to the social media sites of all Boerne ISD campuses.

## STANDARDS:

- Discriminates based on gender, age, race, nationality, sexual orientation, religion, disability or economic standing.
- Identifies specific employees or students in a defamatory way.
- Depicts an act that is breaking the law or encourages others to do so. This includes respecting copyright and fair use laws.
- Is spam or unsolicited advertisements.
- Any posts with profane, threatening, or harassing material.
- Material that is likely to disrupt the learning environment.
- Lewd, vulgar, sexually suggestive, obscene, or pornographic content.
- Content that violates or promotes the violation of school rules.
- Political lobbying.
- Comments not related to the business of the School District (or specific Department or Campus), or not relevant to the original topic.
- Comments that may tend to compromise the safety or security of the public or public systems

Any content removed based on these guidelines will be retained by the School District for a reasonable period of time, including the time, date, and identity of the poster, when available. Upon removal of content, the Director of Communications shall notify the commenter that their response has been deemed inappropriate and removed due to violation of the social media standards.

The Communications Department reserves the right to apply the standards listed above on an individual basis as they see fit.

Please email questions or comments to [communications@boerneisd.net](mailto:communications@boerneisd.net)