

Gonzales ISD - Social Media Policy

The district utilizes social media avenues including but not limited to Facebook and district website to share information regarding district events, accolades and accomplishments. These platforms are an extension of the mission of the district and will be monitored and maintained. The Gonzales ISD Website is the best place to find accurate and up to date information regarding events, policies, handbooks and other pertinent information. GUSD has an overriding interest and expectation in deciding what is “spoken” on its behalf on social media sites. This policy establishes guidelines for the use of social media.

The district will utilize the following guidelines for monitoring third party content on any social media platform used by the district. This district’s social media sites (including but not limited to Facebook) serve as a limited public forum and all content published is subject to monitoring.

User-generated posts will be rejected or removed if possible when the content of the post:

- Is off-subject or out of context
- Contains obscenity or material that is deemed lewd
- Contains personal identifying information or sensitive personal information subject to an individual’s right to privacy
- Contains offensive terms that target protected classes
- Is threatening, harassing or discriminatory
- Incites or promotes violence or illegal activities
- Contains information that reasonably could compromise individual or public safety
- Advertises or promotes a commercial product or service, or any entity or individual
- Promotes or endorses political campaigns or candidates

Public Records Law District social media sites are subject to applicable public records laws. Any content maintained in a social media format related to district business, including communication posted by the district and communication received from citizens, is a public record. The department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.