

ATPE Policy on Region and Local Unit Social Media

Regions and local units that wish to maintain a presence or account on any social media platform must provide the ATPE state office with administrative access to the respective accounts on those platforms. The region or local unit maintains responsibility for producing content, but the state organization maintains access to the account in case of volunteer or employee transitions.

A region or local unit must register all social media platforms with ATPE Marketing and Communications. Regions and local units shall provide initial information about their social media accounts to the state office no later than June 1, 2022, and shall update the information on an annual basis or as needed.

Definitions:

- **Social media platforms:** Networking websites or applications designed for web-based communication and information sharing with the public. Examples of social media platforms include but are not limited to Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- **Facebook Profile:** A Facebook account tied to an individual person. This is a personal profile, and while it governs access to administer a Facebook page or group, it should not be used to represent an entity like ATPE. It also must be tied to a real person's name—otherwise, the profile violates Facebook's terms of service.
- **Facebook Page:** A Facebook presence representing a business, organization, or public figure. While there are controls related to page moderation and posting, ultimately the content of a Facebook is always public. A page has multiple roles for content control: owner, administrator, moderator, etc.
- **Facebook Group:** A Facebook forum for communicating about a shared interest with a certain group of people. The group can be wholly public, or it can be private and not available in search results. Membership can be open, or it can be restricted based on rules set by the group owner. A Facebook page can administer a group. A group has two roles for content and membership control: administrator and moderator. Important: If a group is created by an individual, not by a page, that individual maintains "ownership" of the group until they leave the group and transfer it to someone else.
- **Facebook Admin:** A type of role defined by Facebook for a user who has permission to exercise full control over a Facebook page or group, including the right to change or assign roles to others.
- **LinkedIn Page:** A presence that allows an organization, business, or school to interact with other members on the LinkedIn social media platform, which is most commonly used for professional networking and career development.
- **LinkedIn Group:** A forum that allows professionals in the same industry or with similar interests to interact on the LinkedIn platform. LinkedIn allows a "Group Owner" to have full administrative access to the group, including permission to identify other "Owners" or "Managers."
- **LinkedIn SuperAdmin:** A type of role defined by LinkedIn for a user who has full administrative rights for a LinkedIn page, including permission to add or remove other

types of users on the page, editing the page and page information, and deactivating the page.

- **Instagram Profile:** A user account established for an individual or business on the Instagram photo-sharing application and social networking platform.
- **Twitter Profile:** A user account established for an individual or business on the Twitter social media site for sharing real-time information (about news, entertainment, politics, sports, etc.) in short messages, often used for customer service purposes.
- **TikTok Profile:** A user account established on the TikTok social media site commonly used for streaming and sharing short-form videos.

Specific requirements for each social media platform:

- In the case of Facebook, administrator privileges should be granted to the ATPE Marketing and Communications Director and appropriate Regional Membership Specialist. The Marketing and Communications Director will then add the page to the Association of Texas Professional Educators business account, granting “ownership” of the page to the overall state organization.
- Regions and local units will not maintain Facebook “profiles” as their presence on the Facebook platform as doing so 1) violates Facebook’s terms of service and 2) ties the region’s or local unit’s presence to an individual person. Regions and local units may maintain Facebook “pages.” Facebook “groups” are discouraged, but if they are in existence, the Marketing and Communications Director and Regional Membership Specialist should be added as administrators.
- For LinkedIn pages, the ATPE MarCom Director must be made a “SuperAdmin.” For LinkedIn groups, the ATPE MarCom Director must be made an “Owner.”
- Instagram, Twitter, and TikTok profiles should be tied to a region- or local unit-dedicated email address, not an individual’s personal email address, and the credentials for the social media accounts must be shared with the ATPE MarCom Director. School district email addresses may not be used for this purpose. Password updates must be communicated to the ATPE MarCom Director. If double authentication is present on the account, then documentation must be provided about whose phone number or email address is attached to the account for verification.

All registered social media accounts maintained by an ATPE region or local unit will display this message in their bio on each respective platform: *“This page/profile [term dependent on platform] is officially recognized by the Association of Texas Professional Educators.”*