



PORTSMOUTH
ABBAY
SCHOOL

SOCIAL MEDIA STYLE GUIDE

PORTSMOUTH ABBEY SCHOOL MISSION

The aim of Portsmouth Abbey School is to help young men and women grow in knowledge and grace. Grounded in the Catholic faith and 1500-year-old Benedictine intellectual tradition, the School fosters:

- Reverence for God and the human person
- Respect for learning and order
- Responsibility for the shared experience of community life

Statement of Philosophy:

REVERENCE for God and the human person

Our conviction at Portsmouth Abbey School is that God is at the very center of the human search for meaning and that the perennial human questions – Who am I? Where do I come from? Where am I going? How do I get there? – all find their answer in God.

Accordingly, we seek to promote in the lives of our students a lifelong search for God as the beginning and end of their lives. This spiritual education of the heart, soul, and mind is the basis for intellectual and academic work at Portsmouth Abbey School.

RESPECT for learning and order

We believe it is vitally important to introduce our students to the classics and the best of the Western intellectual tradition, which includes both the humanities and the sciences. Portsmouth Abbey School develops the mind, heart, and body through an integrated and ordered progression of learning in a structured environment. Our students are provided an excellent opportunity to discover fundamental truths, beliefs, and texts that have challenged every generation since antiquity, and to develop an abiding love of learning.

RESPONSIBILITY for the shared experience of community life

We are committed to living as a community that values each of its members. Portsmouth Abbey School is inspired by a monastic presence and the Benedictine tradition of common life that includes prayer, study, work, and recreation. We welcome students from diverse backgrounds, while encouraging an appreciation for the Catholic faith. We seek to honor the dignity of every person as a child of God, and strive to nurture the talents of each individual for service and leadership in our own community and in the larger world.

TABLE OF CONTENTS

Portsmouth Abbey School Mission	1
Table of Contents	2
Social Media Overview	3
Posting Procedure.....	3
Posting Tone.....	4
Questionable Post Removal Procedures	5
Channel-Specific Guidelines	5
Engagement Style.....	6

SOCIAL MEDIA OVERVIEW

Portsmouth Abbey School has several official social media accounts:

Facebook: [Portsmouth Abbey School](#)
Facebook: [Portsmouth Abbey Alumni](#)
Instagram: [@abbeyravens](#)
Twitter: [@abbeyravens](#)
Snapchat: [portsmouthabbey](#)
YouTube: [Portsmouth Abbey](#)
Pinterest: [Portsmouth Abbey](#)

Posting Procedure

The Office of Communications and the Office of Admission collaborate on content across all of these channels. Together, they make every effort to attend events and represent all areas of School life: academics, arts, athletics, extra-curriculars, alumni relations and development. They maintain a Social Media Calendar and meet weekly to discuss content for the upcoming weeks and month.

In an effort to keep both branding and voice consistent across all platforms, **instructors and community members should not create separate accounts for their classes, sports, or clubs**; instead, content should be sent to either [Amanda Cody](#) or [Amelia Bradley](#) for feature on the main School accounts.

Campus-wide and public events such as Commencement, Reunion, Family Weekend, and Open House events will be announced on Facebook.

Posting Tone

Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of the School community or other schools that could be construed as slanderous or offensive.

Social Media is a place for informal gathering, but please employ the grammatical rules outlined in the School Style Guide.

Content should be kept short and sweet, with an ideal post of 1-2 sentences and a link. Readers and followers want to know what is happening with the School or the specific group; be sure to keep them updated, but also be aware that you can post too much. The School's best practice is quality is better than quantity. All content should be written in active voice. Remember to consider your audience – students, alumni, parents, community members, etc.

When posting pictures or videos, keep the same professional tone in mind as when you write. The tone used when posting on Facebook should be formal, yet friendly. Be approachable and responsive.

- Use inclusive language (us, we, you)
- Talk like a person, not a machine or a press release
- Be honest and sincere
- Be expressive when appropriate (“Cool!”, “Great news!”)
- Find opportunities to naturally build engagement hooks into your posts
- When posting a photo that is not school-owned, be sure to credit the photographer or find content from a [royalty-free gallery](#).

Inappropriate content

- Posts should not contain defamatory, obscene, proprietary, or libelous content
- Posts should not contain foul or questionable language of any kind
- Posts should be “neutral” in nature and not engage in political issues
- Exercise caution with regards to copyrighted materials, legal conclusions, and derogatory remarks or characterizations

Questionable Post Removal Procedures

If a questionable post is discovered, immediately contact [Amanda Cody](#) and/or [Amelia Bradley](#). They will then determine whether or not the post is acceptable. If found unacceptable, the post will be hidden using the “Hide from Page” editing tool on Facebook, or removed from other channels.

Posts in conflict with the School’s Mission Statement are considered unacceptable. Those whose posts are deemed questionable will be warned with a private message. Individuals who continue to communicate with questionable posts will be blocked across all platforms and the administrators will notify the appropriate School officials (where applicable).

Channel-Specific Guidelines

Twitter

- Shorten all links using [ow.ly](#)
- Replace “and” with ampersand (&) to save characters when necessary
- Include any relevant mentions, as long as the account is active
- Avoid using more than three mentions in a single post
- When quoting tweets always add something new before the RT
- Try to include one School-specific hashtag in each post (#ravenabout; #lifeonthelane)

Facebook

- Use line breaks
- Include any relevant mentions, as long as the account is active and the names of the mentioned accounts aren’t so long as to be cumbersome
- Delete the text URL from your post if displaying the link preview

YouTube

- Give videos descriptive names to support SEO
- Include relevant hyperlinks after description
- Be careful not to include copyrighted music in videos; this will result in YouTube’s removal of the video. Either use a paid [royalty-free site](#) or find a free [royalty-free music gallery](#).

Instagram

- Try to include one School-specific hashtag in each post (#ravenabout; #lifeonthelane)

- Do not put links in description; if a link is needed, refer to the bio and be sure to only keep that link up for 24-48 hours
- Avoid using similar effects or color palettes consecutively. (The appearance of the main Instagram profile should have rows of thumbnails that have a similar aesthetic but not too uniform.)
- Shoot photos on a DSLR or other high-resolution producing camera whenever possible (as opposed to using an iPhone.)

Snapchat

- Informal video is best
- Best for day-to-day occurrences, as our biggest audience is current students

Engagement Style

Twitter

- Favorite tweets from followers and School hashtagged tweets
- Follow relevant educational accounts and users with high engagement
- Do not “follow-for-follow”

Facebook

- Like comments from users
- Use inline comments to reply to users when there is an opportunity to respond
- Hide Spam and/or inappropriate comments
- Respond to all private messages (except spam) with a solution or contact information for a person who can provide a solution

Instagram

- Like pictures that are related to Portsmouth Abbey School
- Follow back users who engage frequently and often tag the School as a location and in photos

Snapchat

- Do not add followers; this creates a clear line between School administrators and students that is often blurry in a boarding school environment
- If answering a question or engaging in conversation with a follower via Snapchat, try to screenshot the conversation in case another School administrator needs to follow up