LONG BEACH
UNIFIED SCHOOL DISTRICT
Excellence & Equity

STUDENT AND FAMILY EDITION

SOCIAL MEDIA GUIDE

#PROUDTOBELBUSD

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This guide will provide Long Beach Unified School District students and families with resources and best practices relating to social media. Throughout the guide, readers will find interactive icons that open supplemental websites and videos, along with instructional videos from Izzy, our very own LBUSD social media coach.

We encourage readers to enjoy the full experience of this interactive guide by clicking on the following set of icons when they appear:

For best functionality, download this document and open in a PDF reader.

Ready to meet Izzy? Click the "Hey Izzy" icon to hear from LBUSD's social media student coach.

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OVERVIEW:
SOCIAL MEDIA TIMELINE

1950
LBUSD begins operating KLON radio station, which ran until 1992

1967
LBUSD broadcasts closed circuit television with four channels by microwaves to all schools

1971
American Computer Programmer Ray Tomlinson sends the first email

1989
AOL launches the first instant messenger chat service

1992
First photo is posted on the web

1997
LBUSD launches district website as lbusd.k12.ca.us

Six Degrees launches as the first social media website, requiring users to create a profile and add friends

2002
LastFM launches as the first online music database and radio streaming service

Friendster launches and allows users to meet new people and increase their network

2003
LinkedIn launches as a social networking website for professionals

Myspace launches, allowing users to send private messages, post public comments and customize profiles with embedded music and videos

Skype launches as a voice calling and instant messaging service

Apple releases iTunes Music

LBUSD district website undergoes its first redesign

2004
The Facebook opens only for Harvard University students and opens for the public in 2006

Flickr launches as the first photo sharing platform allowing users to store content on the web

First podcast program launches

2005
YouTube launches as the first video streaming platform

2006
Twitter launches as "Twtter," a text message based tool to send updates between friends within a 140-character limit

2007
Apple releases first iPhone

LBUSD broadcasts Board of Education and community meetings on cable channels and are archived on DVDs

The hashtag is introduced on Twitter

LBUSD district website is redesigned a second time

2010
Instagram launches as a photo and video sharing platform

Unicode adopts the emoji and marks the beginning of emojis being legitimized as a language

2011
Snapchat emerges as a new platform for posting 10-second pictures and videos that disappear within 24 hours

Spotify launches in the U.S. after first launching in Europe in 2008

Zoom launches as a mobile-friendly video conferencing system for businesses

2012
Facebook reaches one billion users

2013
LBUSD launches official Twitter, Instagram and Facebook accounts

2016
LBUSD website changes to lbschools.net and is redesigned a third time

Facebook Live launches for livestreaming

Instagram releases "Stories" taking a page from Snapchat's playbook

2018
Instagram releases "IGTV" for long-form videos similar to YouTube

2019
LBUSD launches an official YouTube channel

TikTok goes viral as a short-form video sharing platform

LBUSD BOE meetings begin to be livestreamed on YouTube in English

2020
Zoom becomes a household name during the coronavirus pandemic

Instagram releases "Reels," a short-form video feature similar to TikTok

LBUSD starts to livestream all major public meetings in English, Spanish and Khmer

LBUSD releases its first podcast series called "Leading Students in Times of Crisis"

Dr. Jill Baker becomes the first LBUSD superintendent to host a podcast series after releasing "We All Have a Story"

2021
Facebook reaches 2.1 billion users

LBUSD produces 426 livestreams and 1,070 informational videos during the 2020-21 year

LBUSD YouTube channel reaches over 9K subscribers; with more than 6M impressions and 750K views in one year

LBUSD begins to livestream all major public meetings in four languages (English, Spanish, Khmer & ASL)

Studies show 100 million users launch or watch live videos on Instagram each day

70% of YouTube watch time takes place on mobile devices

LBUSD launches weekly #ProudtobeLBUSD podcast

An LBUSD community update reaches 27,766 views in under 12 hours

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OVERVIEW:
PROS AND CONS

THE POSITIVES:

Social media creates a space for users with common interests to connect with one another.

Social media provides users with the opportunity to connect with friends and family worldwide via email, text, FaceTime and more.

It has encouraged innovation in the real world through the introduction of online learning, resources for job skill growth and content discovery that would have not been possible without the internet.

Overall, 59% of students with access to the internet report that they use social networking sites to discuss educational topics, including career and college planning. Many students also use social media to connect with peers on school assignments.

Social media allows for the diffusion of real-time posting and information during times of crisis. This has saved lives and connected others during emergency events such as earthquakes, hurricanes, forest fires, tsunamis and civil unrest.

Social media has created an avenue for public awareness around social justice issues. Over time, younger generations have organized numerous campaigns that call their peers to pressure governments and businesses for change.

THE NEGATIVES:

Social media users spend a vast amount of time on social media websites and applications. Adolescents (ages 8 to 18) are amongst those who spend between six and nine hours a day on social media.

Many often use social media in replacement of in-person socializing, allowing the opportunity for interactions and friendships to stem with strangers.

An excessive use of social media can lead to cyberbullying, social anxiety, depression and exposure to content that is not age appropriate.

Social media can be harmful to a user's self-esteem and mental health. Studies show many users, especially adolescents, turn to social media for validation and comparison to others, which may lead to anxiety, depression and body image concerns.

Studies show 43% of children have had a cyberbullying encounter online. Roughly four-in-10 Americans have experienced online harassment.

Over the recent years, politics has played a role in the rise of online harassment amongst U.S. adults. Many adults who recently faced online harassment cited politics as the reason they believe they were targeted.

PLATFORMS:
INSTAGRAM

GETTING STARTED: (Click here)

Instagram is a photo and video-sharing platform owned by Facebook. In recent years, it has started to shift to video-based content through Instagram Reels and livestreaming. To create an account, users can sign up with an email address or an existing Facebook account. Make sure the username and profile photo clearly displays who you are.

RECOMMENDATIONS FOR POSTING:

Instagram allows users to post up to 10 photos or videos at once. Users can choose from various filters to easily edit photos or videos. When writing a caption, get creative and use words, emojis or hashtags. To increase reach, users can tag or mention friends within the caption or use geolocation tags, if applicable.

INSTAGRAM STORIES:

Instagram Stories are photos or videos that only remain on an account for 24 hours. Stories boast all kinds of creative elements, including animated stickers, polls and quizzes, music and song lyrics, links to donation funds and charities, and more!

QUICK FACTS

TIP #1
Drop the words! Think of ways to tell a story via photos and videos.

TIP #2
Link in Bio? Create a free Linktr.ee page to share multiple links

TIP #3
Develop a recognizable brand by using the same colors, fonts and filters to maintain a cohesive style

DEMOGRAPHICS

- Most Instagram users are under 30 years old

- Four-in-ten U.S. adults use Instagram, compared to seven-in-ten U.S. users ages 18 to 29

- 76% of young adults (ages 18 to 24) use Instagram

AUDIENCE

- Despite Instagram's age guidelines, children ages 11 and under still use the platform in relatively small shares

- Instagram totals more than 1 billion monthly users

- **IGTV** is Instagram's long-form video platform for videos up to 15 minutes in length (or 60 minutes if you use the desktop version)

- **Instagram Reels** lets you record and upload short videos up to 15 seconds long

PLATFORMS:
TIKTOK

GETTING STARTED: (Click here)

TikTok is a video sharing platform where users can create, share and discover videos ranging from 15 seconds to 10 minutes long. Create an account using an email, phone number or an account like Facebook.

HOW TO USE TIKTOK:

Users can watch TikToks through the app's two main feeds. The *For You* feed is an algorithmically generated stream of videos personalized to each user, while the *Following* feed shows content from accounts they follow. To post a TikTok, a user can record a video directly on the app or upload a video saved on their device. Users can also add filters and effects to take their video creations to the next level.

RECOMMENDATIONS FOR POSTING:

Keep in mind the following two keywords: Music and #Challenges. Music defines TikTok. Be sure to browse the app's trending music and add a song or sound to your video. Additionally, for ideas on what to post, browse the trending #Challenges. These challenges are typically a hashtag and are sometimes sponsored by advertisers.

TIP #1
Like everything else, keep it short and simple!

TIP #2
Engage with others through likes, comments and shares

TIP #3
Use its unique tools like the Q+A, Stitch and Duet features

QUICK FACTS

DEMOGRAPHICS

- 55% of 18-to 29-year-olds use TikTok

- 70% of teens across the U.S. use the app, compared to 14% of users over the age of 50

- From a marketing perspective, advertisers mainly use the platform to target the 18-34 age group

AUDIENCE

- More than 1 billion active users (TikTok is one of the fastest growing brands)

- 18% of all internet users use TikTok

- 90% of users access the app daily

- TikTok is now the seventh most popular social media platform in the world

- More than 1 billion videos are viewed on the platform on a daily basis

PLATFORMS:
FACEBOOK

GETTING STARTED: (Click here)

Whether you are creating a personal profile or a public page, be sure to pick a profile and cover photo that best represents you. One of Facebook's biggest benefits is the amount of information it lets users share. Take advantage of the "About" section, post milestones on your page, and share photos and videos. Let your content tell your story.

CROSS-MARKETING:

If you are creating a Facebook page, add a "Follow" or "Share" button on your website to gain followers. You can also cross-promote by adding links to your Facebook page within the "Bio" section of any other social media accounts you own.

VISUALS MATTER:

Make sure to always add images such as photos or curated infographics when posting. Users are more attracted to visuals as opposed to simple text. When attending events, take photos and upload them to your feed, so your friends can follow along too.

TIP #1
Think of your status updates as mini-blog posts

TIP #2
98.3% of users use Facebook on their mobile devices, so be sure to keep posts short

TIP #3
Use Facebook Stories to share fun, authentic, behind-the-scenes moments

QUICK FACTS

DEMOGRAPHICS

- Facebook is broadly popular among all demographics, but it is most widely used among adults

- About 69% of U.S. adults use Facebook

- 70% of U.S. adults visit Facebook daily

AUDIENCE

- Facebook remains one of the most widely used online platforms

- Nearly a third of Americans regularly get their news on Facebook

- Facebook boasts more than 2.8 billion monthly users worldwide

● LIVE

- Facebook Live is an excellent way to maximize reach

- Facebook's algorithm prioritizes live video by placing it at the top of the newsfeed and sending notifications to potentially interested users

PLATFORMS:
TWITTER

GETTING STARTED: (Click here)

Twitter is a microblogging and social network that encourages users to "tweet" updates, photos, videos and links as they're happening. Be sure to follow individuals, brands and media outlets of your choice to create a real-time stream of messages tailored to your interests.

TWEETING 101:

All tweets are limited to 280 characters, but it doesn't mean you should use them all. Keep your tweets short, clear and straight to the point for better engagement. When you find something interesting, you can "retweet" or forward another user's post to your followers by sharing it on your own page.

ENGAGEMENT RECOMMENDATIONS:

The main purpose of Twitter is to primarily interact with others. The platform's intent is to provide like-minded individuals with the opportunity to create discourse in the digital sphere. Amplify your presence by engaging with your followers through comments, likes and retweets.

TIP #1

Tweets with hashtags receive 2x more engagement

TIP #2

Jump in on a trending conversation and use features like Twitter polls

TIP #3

Experts suggest posting one or two times per day to keep your followers engaged

QUICK FACTS

DEMOGRAPHICS

- 55% of young adults ages 18 to 24 use Twitter, compared to the minority of U.S. adults (23%) that use the site

- Users tend to be younger, have more education and higher incomes than U.S. adults overall

AUDIENCE

- About 70% of Twitter users get their news on the site

- Twitter is the social media site with the most news-focused users

- Most users don't tweet often. A majority of tweets come from a small minority of users

- Invite followers and important stakeholders to engage in real-time conversations and questions

- LBUSD currently runs a weekly #proudtobelbusd Twitter chat

FOR STUDENTS:
SMART SOCIAL NETWORKING

Social media is a powerful tool that can be used to positively affect your life, education and future career. The following recommendations can help you use social media responsibly.

SOCIAL MEDIA TIPS

1. Social Media is Forever

Don't post or send anything you could regret in the future. When posting, think about what your family, future employers or college admission decision-makers might think if they see it. How would you feel if that statement or picture was forever tied to your name and your identity? Remember, your keyboard may have a "delete" button, but once it's online, it is often impossible to completely remove.

2. Start Early in Building a Positive Online Reputation

Don't wait until you are getting ready for college or applying for a job to start developing a digital dossier. Figure out the best ways to create and maintain an online identity that strongly demonstrates integrity and maturity. Review the LinkedIn Checklist on page 12 for tips on how to get started.

3. Use Caution When Venting or Complaining Online

People could negatively judge you based on your attitude, even if your complaint has merit. Especially when it comes to specific people or organizations, it's not worth the possible consequences. Don't forget that employers, schools and others have access to social media. Is that spiteful comment worth losing an opportunity? Be careful, too, about complaining in private environments or direct messages to others you think you can trust. You never know who might eventually see your posts.

4. Regularly Search for Yourself Online

Start with Google. If you find any of your personal information online, research how to delete it. Many sites provide an "opt-out" form which allows you to request its removal.

5. Be Considerate of Others When Posting and Interacting

If you message someone, and they do not respond, or if someone messages you and asks that you not post about them, listen to their request. Don't post pictures of others without their permission. If someone asks you to remove a photo, or untag them, do so immediately. It's what you would want if you asked someone the same.

6. Use Discretion

Be mindful of any photos or content that you post on your accounts. Your friends might think that picture of you holding a red solo cup (filled with lemonade) is hilarious, but how will your parents or a potential employer react? Also, keep in mind that when your friend takes your picture, it may end up on their profile for others to see.

FOR STUDENTS:
SAFETY TIPS

Use social networking websites safely and responsibly by following these recommended guidelines from the Cyberbullying Research Center.

SAFE AND RESPONSIBLE SOCIAL NETWORKING

▶ **[60 Second Recap](click here)**

- **Be responsible**: Never post your address, date of birth, phone number or other personal contact information. Always assume that *everyone* has access to your profile (parents, teachers, future employers and law enforcement) even if you have your profile restricted to "friends only."

- **Share what you are comfortable with**: Don't put anything online you wouldn't want your worst enemy to know. Also, don't add people as "friends" unless you know them in real life. Many think it is cool to have thousands of "friends." Just remember that these people have open access to all of your posted content and information.

- **Be mindful of predators**: What information on your profile identifies who you are, where you hang out and where you live? Never post this kind of information anywhere online.

- **Avoid using location services**: When posting photos online, disable the location services. While it's a cool feature, it's not necessary, and it can provide your location to anyone on the internet.

  - Don't share that you are on vacation or going on vacation until you are home. It may be fun to tell your friends what you are up to, but it also lets those with bad intentions know when your home is empty and vulnerable.

- **There are consequences**: You may be held responsible for inappropriate content on your profile that is in violation of the Terms of Service or Acceptable Use Policies of the Internet Service Provider or website(s) you use.

- **Protect your passwords:** Never give your password to anyone. Use complex passwords with numbers and special characters, or make your own acronym from a phrase that means something to you. *Example: May the force be with you!!! (MtFbWu!!!)*

HELPFUL ARTICLES

- www.commonsensemedia.org
- https://cyberbullying.org/
- www.pewresearch.org

FOR STUDENTS:
LINKEDIN CHECKLIST

BUILD A PROFESSIONAL PORTFOLIO ON SOCIAL MEDIA

According to research, only 9% of high school students use LinkedIn. Follow the checklist below to create a strong LinkedIn profile and stand out from other high school students.

▶ **60 Second Recap** (click here)

☐ **PROFILE PHOTO:** Don't use one from your other social media accounts. Dress in professional or business attire, stand in front of a plain background, look at the camera and smile! You can use your cell phone camera, but have someone take the photo and frame it from the top of your shoulders and up.

☐ **HEADLINE:** This is the line of text that appears under your name. In a couple of words, tell people what your career goal is or what you plan to study. The key is to make it informative and catchy. *Ex: Gadget Lover and Aspiring Engineer*

☐ **ABOUT:** Describe who you are, what you do and what your future goals are, but do so in a way that shows your personality as well. Although you're young, briefly mention the experiences you already have from extracurriculars, leadership positions or volunteer work.

☐ **EXPERIENCE, EDUCATION, HONORS/AWARDS, PROJECTS, COURSES, SKILLS:**

- Under **Experience**, list any jobs (and/or volunteer positions) you've held and briefly explain your responsibilities, what you accomplished and what you learned. Remember that many view volunteer experience as just as valuable as paid work.

- Under **Education**, start with high school and list any other educational experiences you've had, including summer programs.

- Be sure to highlight any special recognitions or awards you earned in or out of school under the **Honors/Awards** section. Don't be shy!

- Have you participated in any projects that demonstrate your leadership skills? List these experiences under the **Projects** section.

- Under **Courses**, list any classes you've taken either in or outside of school that are most relevant to your future career or will help you stand out from competition.

- Under **Skills**, you can list up to 50 items. Focus on adding skills relevant to your future career, or if you are undecided, include skills you are proficient with. Some examples are programming experience (Adobe Photoshop, JavaScript, HTML) or languages you know.

- Have you participated in any clubs, teams or groups? List them under **Organizations** with a brief description of the role you played.

  TIP: *This section may feel overwhelming, but remember, it's not necessary to complete every section. Fill out as many areas that apply to your experience. Read more at university.linkedin.com.*

☐ **RECOMMENDATIONS:** Ask managers, teachers or classmates who've worked with you to write a recommendation. This gives extra credibility to your strengths and skills.

FOR STUDENTS:
LBUSD SOCIAL MEDIA POLICIES

SOCIAL MEDIA CONSEQUENCES AT LBUSD

All students have a right to a safe, supportive and healthy school environment free from bullying and harassment. Bullying can include instances of cyberbullying that take place over digital devices such as cell phones, computers and tablets. LBUSD is committed to promoting mutual respect, tolerance and acceptance within our school system by implementing bullying prevention procedures that encourage students to be kind, respectful and supportive with one another.

- Cyberbullying can occur through emailing, texting or messaging online through social media, forums or gaming where people can view, participate in or share content.

- Cyberbullying includes sending, posting or sharing negative, harmful, false or mean content about someone else.

- Cyberbullying can include sharing personal or private information about someone else causing embarrassment or humiliation.

Students who engage in bullying/cyberbullying on campus, traveling to or from school, at school activities or in a manner otherwise related to school attendance may be subject to disciplinary procedures. A student may be subject to disciplinary action for off-campus expressions (including via electronic means), when such expressions are obscene, libelous or slanderous, or when such expression poses a threat to the safety of other students, staff or school property, or disrupts the educational program.

Education Codes 32261(f) (g), 48900, 48900.2, 48900.3, 48900.4, 48910, 48911, 48915, 48915.5, 48918, 48918.5

LBUSD GUIDELINES FOR PARENTS AND STUDENTS

To access this document, click here.

This document contains more information on behavior expectations, as well as definitions and consequences for:
- Cyberbullying
- Credible Impersonation
- Creating a false profile (aka "Catfishing")
- Cyber sexual bullying
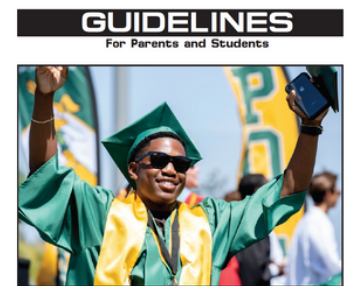
FOR PARENTS:
SAFETY TIPS

This list contains common social media and internet safety topics that every parent and familiy member should understand to support their children's online safety.

Insights for Parents
(click here)

COMMON SOCIAL MEDIA "RED FLAGS"

- **Anonymity** can be easily achieved on social media through websites like Lipsi, LMK: Anonymous Polls, Tellonym, Yolo, or "AMA"accounts, which encourage "Ask Me Anything" questions from anyone on the internet. On anonymous sites, users feel their comments are consequence-free, which may end up hurting others. Make sure your teen understands the risks involved with using anonymity websites. It's also important to ensure they know how to block and report other users. If they are seeking a connection, and it's hard to talk about a problem (especially with you), give them opportunities to share with other safe, trusted people.

- **Cyberbullying** is still a reality despite the efforts from many social media apps to combat bullying through improved monitoring and reporting features. For example, "tea" accounts, or gossip accounts, are becoming increasingly prevalent for sharing gossip and harassing students online. Make sure your child understands how to report and block other users, and review our LBUSD policy about cyberbullying.

- **"Catfishing"** is the term used for a person who poses online as someone else in order to manipulate victims. Teens are especially susceptible to catfishing because they often "friend" people they don't know or share too much personal information online. Talk with your student and let them know random chatting apps are unsafe. If they are truly trying to meet new friends, it might be best to start on an app that's interest-based with text-based group forums.

- **Location tracking and sharing** is commonly used on social media apps and could be accessed by strangers. Turn off location settings on your child's social media accounts and check to see whether previous posts include location information. Many parents like to keep track of their young ones using an app like Life360. In such instances, you can keep location services on for only those apps.

- **Secret chat rooms**, or private chats, may allow for unrestricted conversations, sexual content or hate speech. Some app examples are Discord and IMVU. However, sometimes adolescents create a private chat room with friends to safeguard against strangers. In general, adolescents should be very cautious about joining chat rooms and be on the alert for predatory behavior.

FOR PARENTS:
RESOURCES

Families can access additional information through any of the resources listed below.

RESOURCES FOR PARENTS AND FAMILIES

- The LBUSD Parent University team has assembled a Google Folder containing Social Media and Internet Awareness Resources in English and Spanish.
  - **Click here to access a shared Google Folder**

REPORTING SOCIAL MEDIA ACTIVITY

- **What to Report**:
  - Report to your school administration: bullying, suspicious activity and inappropriate activity.
  - Report to LBUSD School Safety or 911: threats against student, school or staff, suspicious activity or inappropriate content.

- **How to Report:**
  - Contact school administration in-person or via email. Be sure to capture as many screenshots as possible and include those when communicating.
  - Contact LBUSD School Safety at 562-997-8101
  - Contact LBPD, (911)

FOLLOW LBUSD!

@LongBeachUSD

linkedin.com/company/long-beach-unified

#ProudToBeLBUSD

CURRENT RESEARCH AND HELPFUL ARTICLES

- **cyberbullying.org**
- **Nsteens.org**: online awareness for youth (K-12)
- **www.commonsensemedia.org**
- **www.pewresearch.org**

FOR PARENTS:
DISTRICT BOARD OF ED. POLICIES

DISTRICT POLICIES THAT APPLY TO SOCIAL MEDIA USAGE

Please be advised that the following policies and guidelines are important to be aware of when using social media as a student in LBUSD. This is not an exhaustive list. Please visit www.lbschools.net for more information.

Please click on each document title below to open the board policy on BoardDocs.com.

Article 0 - Philosophy, Goals, Objectives and Comprehensive Plans

- **BP 0440.1 District Technology Plan**

Article 1 - Community Relations

- **BP 1113 District and School Websites**

- **BP 1325 Advertising and Promotion**

Article 5 - Students

- **BP 5022 Students and Family Privacy Rights**

- **BP 5125 Student Records**

- **BP 5125.1 Release of Directory Information**

- **BP 5131 Conduct**

- **BP 5131.2 Bullying**

- **BP 5145.7 Sexual Harassment**

- **BP 5145.9 Hate-Motivated Behavior**

- **BP 5149 Student-Employee Interaction**

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