

B R O W N S B O R O I S D

# Social Media

Guidelines



Provided by:

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Marketing & Communications Coordinator



## DAILY POSTS

- Due to the "Facebook Algorithm" try not to exceed 6 posts a day (this ensures that viewers see the posts in their feed on the same day)
- Try not to make back-to-back posts (2 hours in between posts is ideal, however I know there are cases where we need to get information out quickly due to changes/rescheduled events)
- At least ONE post needs to be made each day during the school week!
- Please make sure you are making your post from the school social media account and not a personal account. Please avoid sharing posts from personal pages as well in order to keep a professional looking platform.

**\*Note: Before school, carline pickup wait time, and after 7:00pm are the most viewable hours in the day!**

## GRAPHICS

**If you are responsible for creating graphics, let's bleed blue & gold! There are many creative ways to incorporate our school colors and/or our logos in our posts (see presentation in google drive link)**

**If you need assistance with graphics--no fear! Please e-mail [yatesw@gobearsgo.net](mailto:yatesw@gobearsgo.net) or [goodnews@gobearsgo.net](mailto:goodnews@gobearsgo.net) with your request.**

**\*Any graphics that apply district wide will be provided to you by the Communications Department via a shared google drive. This ensures that parents and the community are seeing a consistent and recognizable message (examples of district wide graphics: holidays, breaks, bad weather, etc).**



## POST CONTENT

When we are posting information, make sure that no matter what we have a graphic or a picture included in order to catch the viewer's attention. I know sometimes a message may be simple, but find a way to make it "pop" so that it is not overlooked!

It's easy to post informative content, but let's also make our posts engaging by posting fun "stories" or things that happened during the day/week to keep viewers interested.

## MESSENGER

If it is not setup, make sure that you have an automated response active on your page's Facebook Messenger *at all times*. This will give the messenger an immediate automated response, a "read" receipt and it will give you plenty of time to respond instead of feeling as though you have to in that moment. My suggestion would be to include hours of operation and the window of time in which they can expect a reply.

If you need help setting up an automated response, please reach out to me! I will be more than happy to help you.

**In case you need it, my cell # is 903-780-9530. Call or text me anytime if you are needing help with anything!**