



# FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



These are the guidelines for all official Calcasieu Parish School Board Facebook pages. Before creating a social media site that will represent any aspect of the CPSB, permission must be obtained from both a *principal/department head* and the *Public Information Department*. To request permission from the Public Information Department, click [here](#). These guidelines explain how to set up social media sites that best serve the public and our district.

All official CPSB pages will include our district logo in the cover photo. The Public Information Department will provide a cover photo (of your choice) formatted correctly with the logo for your site once permission is obtained.

All CPSB social media sites must be updated regularly. These pages are to serve as an additional communication tool between the district and the public and must be maintained. These sites are not to replace other tools currently utilized by our district, including School Messenger, but to be used in addition to those channels. Please contact Public Information Officer Holly Holland with any questions or concerns.

**Holly Holland**  
**Calcasieu Parish Public Information Officer**  
[holly.holland@cpsb.org](mailto:holly.holland@cpsb.org)  
**(337) 217-4180, ext. 2510**



Our CPSB Facebook account is created as a **page**. This is required for any official CPSB Facebook account. It does have to be linked to a profile account, because a page cannot exist without an administrator. As you can see below, the Public Information Officer is the only administrator on CPSB's page, and it is linked to a profile account. There is no sharing of material between the two accounts. Some site administrators are hesitant to make this connection, and that is understandable. However, CPSB's page has been linked to the PIO's profile account for several years now without any issues.

## Existing Page Roles

### Admin

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.



**Holly Carter Holland**  
Admin

Edit

Some schools/department have created a profile account instead of a page account. Those profiles will need to be converted to pages. For assistance with the conversion, contact the Public Information Department. If you would like to create a profile to serve as the admin of your page, you can. It is an extra step, but if you are uncomfortable linking your current profile account with a page, it is an option.



## FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



### SETTINGS: GENERAL

Below you will find **general page settings**. These have worked well for the CPSB page, and they are recommended for the creation of all pages.

Shortcuts	Page is not pinned to shortcuts	Edit
Page Visibility	Page published	Edit
Page Verification	Page is verified	Edit
Visitor Posts	Choose who can publish to your Page timeline	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Other people can tag photos posted on my Page.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Set to strong	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update the Page buttons, description or contact info.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most recent comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit

This is the expanded **Visitor Posts** setting. We do allow people to comment on CPSB posts, however we do not allow the public to make wall posts.

Visitor Posts

Allow visitors to the Page to publish posts

Disable posts by other people on the Page

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[Save Changes](#) [Cancel](#)





## FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



The CPSB **profanity filter** is set to strong to reduce the need of constant page monitoring for inappropriate comments.

### SETTINGS: MESSAGING

The next section deals with **direct messaging** to the page. Below are CPSB's current settings. There is an instant response set up, and the content is included below as an example.





## FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



### General Settings

#### Use the Return key to send messages

When you have written a message, you can tap the Return/Enter key to send it.

Yes

### Response Assistant

#### Response Time

Currently set to "Typically replies within an hour"

Change

#### Stay responsive when you can't get to your computer or phone

Let customers know that you will respond soon and keep your responsiveness rating, any time you're away.

No

#### Send Instant Replies to anyone who messages your Page

Instant Replies are a good way to let people know that you'll respond soon

Yes

Change

"Thank you for contacting the Calcasieu Parish School Board. We will review your message and provide a response shortly. If you've reached out to us after hours, we will get back with you as soon as possible."

#### Show a Messenger Greeting

Create a greeting that people will see the first time they open a conversation with you on Messenger.

No

## SETTINGS: EDIT PAGE

These are other CPSB **edit page** settings that deal with overall appearance.





# FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



## Templates

Choose a template with default buttons and tabs designed to help your Page.



Current Template:  
**Standard**

Edit

## Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

### Use default tabs

 OFF

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

### Home

Settings

### About

Settings

### Services

Settings

### Events

Settings

### Photos

Settings

### Social media guidelines

Settings

### Notes

Settings

### Likes

Settings

### Videos

Settings

### Posts

Settings

### Shop

Settings

## SETTINGS: POST ATTRIBUTION





## FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



The **post attribution** setting is important. The default selection is usually “posting as the page,” but it’s a good idea to double check before posting. There is no need to visit the settings each time. A prompt will appear as you’re posting letting you know who will be the author of the post.

### Post Attribution

**Post as Calcasieu Parish School Board**

Your posts, likes and comments on this Page's timeline will be attributed to the Page by default. When you're creating or replying to a post, you will still have the option to post as yourself or another Page you manage.

**Post as Holly Carter Holland**

Your posts, likes and comments on this Page's timeline will be attributed to you by default. When you're creating or replying to a post, you will still have the option to post as this Page or another Page you manage.

## SETTINGS: NOTIFICATIONS





## FACEBOOK GUIDELINES FOR OFFICIAL CPSB PAGES



Below are CPSB's **notification settings**. Notifications remain turned on for everything so that we can better monitor page activity. We do suggest utilizing the same for all pages. The email setting is a little misleading, as you will not receive an abundance of emails if you select this option. CPSB receives one email a week with page analytics.

### On Facebook

- Get a notification each time there is activity on your Page or an important Page update.
- Get one notification every 12 - 24 hours on all activity and updates on your Page during that time.
- Off

#### Edit your notification settings for:

New Checkin from users	Turn Off
New Mention of Page	Turn Off
New Comments on Page post	Turn Off
Edits to Comments you have written	Turn Off
New Subscribers to events	Turn Off
New Followers of Page	Turn Off
New Likes on Page post	Turn Off
New Likes	Turn Off
Edits to Posts you have written	Turn Off
New Shares on Page posts	Turn Off

### Messages

- Get a notification each time your Page receives a message.
- Off

### Email

- Get an email each time there is activity on your Page or an important Page update.
- Off

### Text Messages

- On
- Off

CPSB does not have a **preferred page audience** set. We don't recommend setting one, because you may be limiting your audience.

**If you have any additional questions about setting up a CPSB Facebook page, please contact Public Information Officer Holly Holland.**

