



TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



These are the guidelines for all official Calcasieu Parish School Board Twitter 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 obtain 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 social media sites must include our district logo in the header photo. The Public Information Department will provide a header 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
(337) 217-4180, ext. 2510



Our official CPSB Twitter account is a stand-alone account, not having to be linked to other accounts – personal or professional. One of the first things you'll be prompted to do is enter a name and email address. As you can see below, the CPSB Twitter account is linked to the Public Information Officer's email account. It is recommended to utilize the email address of the page's main administrator at your location.

Account

Username	<input type="text" value="CPSB_org"/> https://twitter.com/CPSB_org
Email	<input type="text" value="holly.holland@cpsb.org"/> Email will not be publicly displayed. Learn more.
Language	<input type="text" value="English"/> ▼ Interested in helping translate Twitter? Check out the Translation Center.
Time zone	<input type="text" value="(GMT-05:00) Central Time (l)"/> ▼

After completing the first few steps, you will be prompted to add a phone number to secure your account. Feel free to skip this step if you'd like.

The next step is where you will actually choose your username or **Twitter handle**. It is recommended that you choose your school name, or a close variation, when selecting your handle. The official handle for the district is [@CPSBschools](#).



TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



PROFILE AND HEADER PHOTOS

Once your handle is selected, your Twitter account is officially live. You are now able to make additions and changes to the account. We recommend choosing a profile photo and header photo first. You will see an example of CPSB's below. These changes are simply made by clicking the **home** button on the top left. Once there, click the **edit profile** button under the right corner of your header photo.

The screenshot shows the CPSB Twitter profile page. At the top, navigation buttons for Home, Moments, Notifications, and Messages are visible. The 'Home' button is highlighted with a red box and labeled '1'. The header photo features a collage of students working on projects, with the CPSB logo and the text 'Building Foundations' overlaid. Below the header photo, the profile picture is a circular version of the CPSB logo. To the right of the profile picture, statistics are listed: Tweets (1,745), Following (265), Followers (1,138), Likes (124), Lists (1), and Moments (1). The 'Edit profile' button is highlighted with a red box and labeled '2'. Below the profile information, there are tabs for Tweets, Tweets & replies, and Media. A tweet from 'You' is partially visible, showing 'You Retweeted'.



BIO AND ADDITIONAL PAGE DETAILS

While under the **edit profile** feature, you will be able to change the page details in the left hand column. Those details include a **bio**, **location**, and **website**. You can also select a theme color for your account. Feel free to utilize a school color for that feature. Below you will see the details of the CPSB page.



Please begin your **bio** with “Official Twitter of...” so it is known that the page represents your school. You may add a school slogan if you would like as well. Your **name** needs to be some variation of your location. It cannot be the personal name of the administrator.

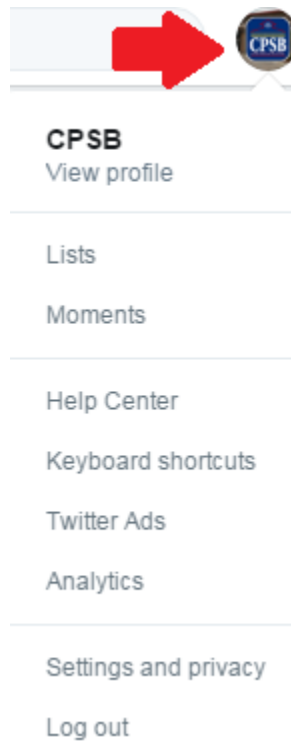
For the **location** field, you may either put Calcasieu Parish or the city/town in which your school is located.



For the **website** field, please use the link to your official school website.

SETTINGS AND PRIVACY

The next step will be making sure your settings and privacy setup are correct. As you will see below, click on the small icon located on the top right of your page. The small icon will be your profile photo. Pictured below is the drop down menu you will see after clicking. Select **Settings and Privacy**.





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



ACCOUNT

The first section you will see is **Account**. The section is included here again for reference. You will see your handle, email address, language, and time zone. Make sure to click **save changes** at the bottom of each page before continuing.

Account

Username

<https://twitter.com/CPSBschools>

Email

Email will not be publicly displayed. [Learn more.](#)

Language ▼

[Interested in helping translate Twitter? Check out the Translation Center.](#)

Time zone ▼





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



SECURITY

The next section you will see is **Security**. Below are CPSB's page settings. Requiring personal information to reset a password is recommended and has worked well for our official page. You may also select to verify login requests if you would like. This would strengthen the security on your page; however, the CPSB page has not encountered any issues without this setting selected.

Security

Login verification Verify login requests

After you log in, Twitter will send a SMS message with a code that you'll need to access your account.

Password reset Require personal information to reset my password

When you check this box, you will be required to verify additional information before you can request a password reset with just your @username. If you have a phone number on your account, you will be asked to verify that phone number before you can request a password reset with just your email address.





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



CONTENT

The next section is **Content**. These selections are more of personal preferences for your feed than they are a security issue. Included are CPSB's selections.

Content

Country ▼
Select your country. This setting is saved to this browser.

Video Tweets Video autoplay
Videos will automatically play in timelines across the Twitter website. Regardless of your video autoplay setting, video, GIFs and Vines will always autoplay in Moments. [Learn more.](#)

Timeline Show me the best Tweets first
Tweets you are likely to care about most will show up first in your timeline. [Learn more.](#)

Your Twitter archive
You can request a file containing your information, starting with your first Tweet. A link will be emailed to you when the file is ready to be downloaded.





PRIVACY AND SAFETY

In the left hand column, move down to **Privacy and Safety**. These **privacy** settings are recommended.





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



Privacy and safety

Privacy

Tweet privacy Protect my Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

Tweet location Add a location to my Tweets

When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet. [Learn more](#)

[Delete location information](#)

This will delete location labels you have added to your Tweets. This may take up to 30 minutes.

Photo tagging Allow anyone to tag me in photos
 Only allow people I follow to tag me in photos
 Do not allow anyone to tag me in photos

Discoverability Let others find me by my email address
 Let others find me by my phone number

This setting will take effect once you add a phone number. [Add now](#)
[Learn more](#) about how this data is used to connect you with people.

Address book [Manage your contacts](#)

Contacts you've uploaded to Twitter from your address book.

Personalization and Data **Allow some Edit**
Control how Twitter personalizes content and collects and shares certain data.

Twitter for teams Allow anyone to add me to their team
 Only allow people I follow to add me to their team
 Do not allow anyone to add me to their team
Organizations can invite anyone to Tweet from their account using the teams feature in TweetDeck. [Learn more.](#)

Direct Messages Receive Direct Messages from anyone
If selected, you will be able to receive messages from any Twitter user even if you do not follow them.
 Send/Receive read receipts
When someone sends you a message, people in the conversation will know when you have seen it. If you turn off this setting, you will not be able to see receipts from other people. [Learn more](#)

These **safety** settings are recommended.





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



Safety

Search Hide sensitive content

This prevents Tweets with potentially sensitive content from displaying in your search results. [Learn more](#)

Remove blocked and muted accounts

Use this to eliminate search results from accounts you've blocked or muted. [Learn more](#)

Tweet media Display media that may contain sensitive content

Mark media you Tweet as containing material that may be sensitive

[Save changes](#)

PASSWORD





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



The next section in the left hand column is **password**. This feature is if you ever want/need to change your password for security reasons.

Password

Change your password or recover your current one.

Current password

[Forgot your password?](#)

New password

Verify password

Save changes

MOBILE





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



The next section in the left hand column is **Mobile**. This feature is if you prefer to receive Twitter notifications via text. CPSB does not opt to do this, as you can see below. Again, this is personal preference. If you would rather this option over utilizing the Twitter app or other notification methods, you can choose to do so.

Mobile

Customize Twitter for your mobile phone.

My phone

- Text notifications
- Tweets from people you've enabled for mobile notifications
 - Direct Messages
 - Someone new follows me
 - Mentions and replies
 - Only by people I follow
 - By anyone
 - Your Tweet is Retweeted
 - Only by people I follow
 - By anyone
 - Your Tweet is liked
 - Only by people I follow
 - By anyone
 - Tweet Alerts
 - Announcements from Twitter
 - Follow recommendations

- Sleep settings
- Turn off updates during these hours

12:00 AM ▼



to

12:00 AM ▼

Want to know about all the things you can do with Twitter text messaging? [Learn more.](#)

Save changes

EMAIL NOTIFICATIONS





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



The next section in the left hand column is **Email Notifications**. Make sure email is enabled. You'll see below that CPSB receives email notifications only when someone replies or mentions @CPSBSchools and when someone sends us a direct message. This allows the best page monitoring option without flooding your inbox.

Email notifications

Control when and how often Twitter sends emails to you. [Learn more.](#)

Email is enabled.

Turn off

Activity related to you and your Tweets

- Email me when
- I have new notifications. [Learn more.](#)
 - Someone likes my Tweets
Tailored for you ▼
 - My Tweets are Retweeted
Tailored for you ▼
 - I get a reply or I'm mentioned in a Tweet
Tailored for you ▼
 - I'm followed by someone new
 - I'm sent a direct message
 - Someone emails a Tweet to me
 - Someone from my address book joins Twitter

Activity from your network

- Email me with
- Top Tweets and Stories
Sent periodically ▼
 - Updates about the performance of my Tweets

Updates from Twitter

- Email me with
- News about Twitter product and feature updates
 - Tips on getting more out of Twitter
 - Things I missed since I last logged into Twitter
 - News about Twitter on partner products and other third party services
 - Participation in Twitter research surveys
 - Suggestions for recommended accounts
 - Suggestions based on my recent follows
 - Tips on Twitter business products

Save changes

NOTIFICATIONS





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



The next section is **Notifications**. This is, again, personal preference. CPSB's settings are below.

Notifications

Mute notifications
from people:

- You don't follow
- Who have a default profile photo
- Who haven't confirmed their email
- Who haven't confirmed their phone number

These filters will not affect notifications from people you follow. [Learn more](#)

Advanced:

- Quality filter

Improves the quality of Tweets you'll see. [Learn more](#)

See who you've muted or blocked.

Mute specific words from your notifications and timeline.

Save changes

WEB NOTIFICATIONS





TWITTER GUIDELINES FOR OFFICIAL CPSB PAGES



The next section is **Web Notifications**. These are turned off on the CPSB page.

Web notifications

These settings do not change your notifications timeline. [Learn more.](#)

Turn on browser notifications

To receive notifications as they happen, turn on browser notifications. You'll also receive them when you're not on Twitter. Turn them off anytime.

Turn on

Web notifications settings are currently disabled. ×

CPSB has no **muted accounts** or **muted words**. We have had no issues with either of those things.

Twitter is a much different platform than Facebook. CPSB has encountered several occasions where other users tweet something **derogatory** or something **containing expletives** while including our handle. This is not a reflection of your account, nor does it appear on your profile page. Our stance is to simply not respond or acknowledge the inappropriate content.

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

