



SOCIAL MEDIA GUIDELINES

REVISION 0, OCT. 23, 2020



SOCIAL MEDIA GUIDELINES

OVERVIEW

Social media is an undeniably powerful communication tool and Conestoga Valley wants to help its staff effectively leverage social media on a professional level.

It is an individual employee's decision whether or not to participate in a social media network for professional use. However, should an employee wish to utilize social media in a professional capacity, this document contains District guidelines, processes, best practices, and tips to help staff maximize the effectiveness of communicating via social media platforms.

If you take away just one thing from this document, we hope it is the advice former NFL Head Coach Herm Edwards gave to rookies at the NFL Rookie Symposium. At that symposium, he told rookies if they had any doubts about what they were about to post on social media...



“Don't press send!”

If you have any hesitation about pressing “send” or “post,” on a message, don't do it! Or at the very least, take a step back and reevaluate, or ask a coworker or supervisor for a second opinion. It is always better to err on the side of caution rather than trying to backtrack.

Use good judgement!

DISTRICT-SANCTIONED SOCIAL MEDIA VS. PERSONAL SOCIAL MEDIA ACCOUNTS

Conestoga Valley School District does not take a position on an employee's decision to create and use personal social media accounts, blogs, etc. that are used for *personal use on personal time*.

CV does support staff members who wish to create social media accounts for professional use. A few examples: social media accounts for a classroom, club, or athletic team; a classroom blog; an image sharing site, etc. In these instances, employees must use their District-provided email address to create their social media account so long as the account being created is for work-related purposes only. Employees are responsible for ensuring these accounts are used appropriately and may only share administrative privileges with other District employees. The District reserves the right to review all accounts. All administrators of an account are responsible for ensuring the accounts adhere to confidentiality, privacy, copyright, accessibility, and all related board policies, as well as all applicable local, state, and federal laws/regulations.



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CREATION OF DISTRICT-SANCTIONED SOCIAL MEDIA ACCOUNTS

So you want an account? What's the next step?

Employees who wish to create a district-sponsored social media account for their classroom, department, team, club, etc., must first seek approval from the Public Relations Coordinator using the Social Media Account Request Form (provided at the end of this document).

Once your request is approved, get ready to start posting while adhering to the below responsibilities and guidelines!

RESPONSIBILITIES:

Public Relations Coordinator:

- Oversee implementation of District's social media policy and procedures
- Provide support and technical assistance to employees with district-approved social media accounts
- Regularly review policies and procedures to ensure the district is addressing the latest technologies and legal issues
- Ensure social media accounts are maintained in a way that is consistent with the District's overall marketing strategies and communication goals
- Approve social media account creation requests
- Maintain a list of official district-approved social media accounts



Social Media Account Administrators:

- Monitor pages for comments and messages and respond in a timely manner that is appropriate and professional
- Report and address inappropriate behavior or activity on these networks, including requirements for mandated reporting
- Refer to CV's "no photo" students who are not permitted to appear on social media, websites, or in district publications
- Communicate with parents/guardians about use of social media in the classroom and give parents/guardians opportunity to opt out of having their students appear on social media sites

GUIDELINES:

- Do not violate privacy, confidentiality, or legal guidelines; use of social media must comply with FERPA privacy requirements
- Do not utilize protected or copyright works. Just because an image, song, etc. appears in a search does not mean you can use it freely. There is a wealth of free graphic, photography, and imagery website. Contact the Public Relations Coordinator for information on these sites

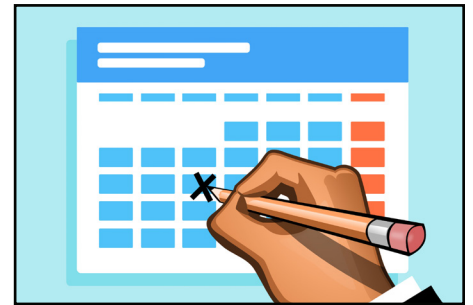


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- Do not accept friend requests or send friend requests to students. District-approved social media accounts must be public pages or groups
- Do not block users or delete comments unless they violate CV's commenting policy, which can be found [here](#); please include this link in your profile's bio or "about" section;
- Do NOT tag individual students; it is acceptable to tag district accounts, clubs, third-party accounts, etc.
- Please adhere to CV's Brand Identity Standards. The standards can be found [online](#)
- Become familiar with the District's board-approved social media policy;
- Staff are encouraged to create separate accounts for personal and professional use so long as this is not restricted in the platform's terms of service
- All media requests should be directed to the Public Relations Coordinator
- Please bring any and all questions to the Public Relations Coordinator; we are here to help!

BEST PRACTICES

- Post and share information regularly. Guidelines differ depending on the platform being used. Below are some broad recommendations:
 - Facebook: minimum three (3) times per week
 - Twitter: minimum one (1) time per day
 - Instagram: minimum three (3) times per week
 - Blogs: at least one (1) new blog post per week
- Whenever possible, please use alternative text for photos and captions for videos in order to maintain accessibility for disabled individuals
- Frequently-used CV hashtags: #CVLearner, #BuckskinPride, #CVStrong
- Social media posts with photos will garner the most attention and highest levels of engagement
- There is no "wrong" time to post on social media, but there are certain days and times unique to each platform during which you'll reach your largest audiences and have the highest engagement (as per [SproutSocial.com](#)):
 - Facebook:
 - * Best Day: Wednesdays, 11 a.m. and 1-2 p.m.; Tuesdays - Thursdays, 8 a.m. - 3 p.m.
 - * Worst Day: Sundays
 - Twitter:
 - * Best Days: Wednesdays and Fridays, 9 a.m.
 - * Worst Day: Saturdays
 - Instagram:
 - * Best Days: Wednesdays at 11 a.m.; Fridays from 10 - 11 a.m.
 - * Worst Day: Sunday
- Post only what you are comfortable with the entire world seeing what you have posted; even with the strictest of privacy settings, posts can be copied or screenshotted and pasted publicly





Conestoga Valley School District Social Media Account Request Form

Date: _____

Account Manager's Name: _____

Email: _____

Building: _____

Social Media Account Being Requested:

_____ Twitter

_____ Facebook Page/Group

_____ Instagram

_____ Other (specify):

Anticipated Profile Name/Handle: _____

Account's Target Audience: _____

What type of content will you be sharing on this account?

Who will be monitoring the account?

Requested Launch Date: _____

Social Media Agreement Consent Form

As manager of an official Conestoga Valley social media account, I acknowledge I will abide by all requirements listed below:

- Follow the CV Social Media Guidelines.
- Set up account using a CV email address.
- Send the profile name and email address used for its creation to the Public Relations Coordinator.
- Keep the account up-to-date with regular postings.
- Use only approved CV logos.



Conestoga Valley School District Social Media Account Request Form

Please remember that all content posted is public domain, therefore, the following apply:

- News media can use any comments or content posted.
- Content must adhere to CV privacy, FERPA, copyright, trademark, HIPAA, Right to Know, and other legal guidelines.
- Report any content that falls under mandated reporting.
- Keep profiles as limited public forums or non-public forum (see policy for details).

Remain cordial online by following these standards:

- Respond to inquiries via social networks in a timely manner.
- Remain courteous when disagreeing with someone's opinion.
- Use proper grammar and spelling.
- Refer all media-related requests to the Public Relations Coordinator immediately.
- Include a link to the district social media disclaimer on all pages.

I will not post the following:

- Any content that will harm the reputation of CVSD, its employees or students.
- Personal comments on CV legal matters or posts on controversial subjects.
- False or speculative information or offensive remarks.

By signing below, I acknowledge that failure to abide by the terms above could result in account(s) link removal and disciplinary action.

Printed Name _____ Date

Signature

Building Administrator/Supervisor Approval _____ Date

**SEND TO PUBLIC RELATIONS COORDINATOR ONCE
SIGNED BY BUILDING ADMINISTRATOR/SUPERVISOR.**

Communication Office Use Only

_____ Approved _____ Denied Date: _____

By: _____

Notes: _____