

**Beaumont ISD**

Preparing Our Next Generation

**COMMUNICATIONS**  
**GUIDE BOOK**

BEAUMONT ISD OFFICE OF COMMUNITY AND MEDIA REALTIONS

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# OFFICE OF COMMUNITY AND MEDIA RELATIONS

The BISD Office of Community and Media Relations strives to provide accurate, informative, and timely news and information to our parents, employees, students, and community regarding district initiatives, events, achievements, and successes.

## CONTACT US FOR ASSISTANCE WITH:

- Business Partners
- BISD Influencers Program
- Community Relations
- Crisis Communications
- District News/Press Releases
- District and Campus Social Media
- District/Campus and Department Websites
- Emergency Notifications
- Event Promotion
- Graphic Design
- Logo Usage & Branding
- Media Relations
- Newsletters
- Photography Requests
- Public Information Requests
- Recognition at School Board Meetings
- Sponsorship Requests
- Superintendent's Student Leadership Council
- Videography Requests
- Volunteer Management

## OUR TEAM IS HERE TO HELP



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# WHEN TO CALL COMMUNICATIONS

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- Media inquiries – ALL of them
- Emergencies and crises, particularly those that involve students
- Police/fire activity in or around schools
- Road construction that could affect traffic patterns around schools
- Scripts/letters for mass communications
- HR issues that have the potential to reach media/social media, etc.
- Parent issues that have the potential to reach media/social media, etc.
- Questions about when to communicate with parents, best practices, platforms to use, etc.

## REMEMBER

- If we don't tell our story, someone else will, and we risk losing control of the narrative.
- It is in our best interest to communicate first, clearly, and accurately. Even when there is no threat to safety, rumors can quickly spread misinformation. Proactive communication helps prevent confusion and builds trust.
- In situations where safety is in question, whether real or perceived, we have a responsibility to inform families. If an incident occurs and everyone is safe, we should still share that information. If someone were in danger, transparency is even more critical. If parents believe their child may have been at risk, we owe them a response, regardless of the actual circumstances.
- Communicating promptly and responsibly does not cause panic. When done well, it reassures, clarifies, and prevents misinformation from taking hold.

*WHEN IN DOUBT, CALL COMMUNICATIONS!*

# CRISIS COMMUNICATIONS

## OUR GOALS

- Allow school personnel to focus on their primary responsibility, the safety and well-being of students and staff.
- Centralize crisis and emergency communications through the Communications Department to ensure consistency and accuracy.
- Control the flow of information to prevent the release of incorrect, speculative, or confidential details.
- Communicate directly with staff, parents, and the community while remaining responsive to media inquiries.
- Share accurate information promptly to reduce confusion and prevent escalation due to misinformation or silence.
- Provide timely, relevant, and ongoing updates to keep stakeholders informed and address community concerns throughout all phases of the crisis.
- Support campus leaders with clear, consistent post-incident messaging to families, staff, and the community.

## EMERGENCY COMMUNICATIONS PROCESS

Crisis management involves School Administration, Communications, Operations, and Law Enforcement.

- **School Administration** provides campus support.
- **Operations** manages facility-related needs.
- **The Communications Department** leads all messaging during emergencies using all available channels to inform key audiences.
  - Primary audience: affected campus parents, students, and staff.
  - Secondary audience: other campuses, community, and media as needed.



# CRISIS COMMUNICATIONS

## CRISIS COMMUNICATIONS FLOW | EMERGENCY PROTOCOLS FOR CAMPUS LEADERS

The steps below include what campus leaders should do in the event of an emergency, such as, but not limited to, staff or student violent injury, lockdown, fire, riot, bomb threat, etc.

### ALWAYS ASSESS LIFE AND SAFETY ISSUES FIRST!

<b>STEP 1</b>	Contact the BISD police department - In the event of threatened or actual injury to any student, staff member, or visitor at the hands of any person, immediately contact the BISD Police Department at extension 27000 or 27001. Contacting the BISD Police Department is the first priority unless someone is injured and requires immediate medical attention. AFTER notifying the appropriate law enforcement and, if needed, EMS or Fire Department, contact the appropriate Associate/Assistant Superintendent.
<b>STEP 2</b>	Make certain that students are safe. If necessary, call for the appropriate action response, such as evacuation, fire, or lockdown procedures. If a student has been injured or hurt by an adult on campus, first ensure that the student receives appropriate medical attention. Child Protective Services should then be notified.
<b>STEP 3</b>	Contact your immediate supervisor, Dr. Anita Frank or Mrs. Anetra Cheatham.
<b>STEP 4</b>	Contact the district's media spokesperson, Jackie Simien, with a brief synopsis of the incident.
<b>STEP 5</b>	<b>DO NOT SEND ANY MESSAGES.</b> If needed, the Office of Community and Media Relations will handle all communications to appropriate audiences through approved channels after receiving approval from Dr. Frank and Mrs. Cheatham.
<b>STEP 6</b>	Complete the BISD Incident report and submit it to the secretary of the Office of School Administration before the end of the day.
<b>STEP 7</b>	Debrief the event with the campus emergency response team as soon as practical following the incident.
<b>STEP 8</b>	The Office of Community and Media Relations will provide a post-incident script, approved by Dr. Frank and Mrs. Cheatham, for campus leaders to share with the appropriate audiences once the situation is resolved.

### THERE IS NO SUBSTITUTE FOR COMMON SENSE.

# GENERAL REMINDERS

## IMPORTANT REMINDERS

- **Proofread** everything before sending or posting. Double-check dates, times, links, and formatting.
- **Promote** events on your campus website calendar, social media, and in newsletters.
- **Include all key details** in posts: event dates/times, deadlines, costs, registration links, and any relevant information.
- **Use proper branding.** Incorporate district or campus logos and colors. Use official primary or secondary logos only. Avoid large colored blocks that reduce visibility.
- **QR Codes:** Use for printed materials only. Include clickable links in digital posts or emails—QR codes aren't clickable online.
- **Follow ADA guidelines:** Use clean fonts, accessible color contrasts, underline only for links, and always add ALT text to images.
- **Use the word "policy" carefully.** Only use it when referencing official TASB policies. For other topics, say "procedures," "guidelines," or "protocols."
- **Website/social media tip:** Posting content directly on the website/social media (not as a PDF/graphic) enables automatic translation into multiple languages for viewers.



## PARENTLINK MASS NOTIFICATIONS (CALLS, TEXTS, AND EMAILS)



- ALWAYS include the campus name at the beginning of text messages so parents know which school the message is from. (*All texts come from the same code in ParentLink.*)
- EMAIL subject lines should always include the message topic (*Something to entice parents to open.*)
- Utilize the translate tool to send messages in the family's preferred language.
- Download the CommHQ APP to quickly send mass communications from your phone.



## DISTRICT EMAIL



- Maintain professionalism in district email.
- Email signatures should match district branding.
- Use standard fonts and text colors that are easy to read.
- Remember that all emails are subject to open records requests

# COMMUNICATIONS LANGUAGE

## WHAT WE SAY MATTERS. HOW WE SAY IT MATTERS, TOO!

- Use clear, simple language in all communications.
- Avoid jargon and acronyms unfamiliar to parents.
- Be brief. Break up text with short sentences and line spacing.
- Long or wordy messages will likely be ignored or skimmed.
- Write in a way that everyone can easily understand.
- As Mark Twain said, "Don't use a five-dollar word when a fifty-cent word will do."
- Watch your tone, it impacts how your message is received.
- Make it personal. Use words like "you," "your child," and "we" to connect with parents and show you're speaking *to* them, not *at* them. (See examples below.)



## ASK THESE QUESTIONS WHEN PREPARING INFORMATION TO SHARE:

- What is the purpose of the communication?
- What are the two or three things you want your families to remember, understand, or do as a result of understanding this? Focus on those things.
- What information is necessary for parents to know? And what information is a "bonus" for parents who want to know more?
- Will your communication help you form stronger relationships with parents, or help parents understand something?



## POWER OF "YOU" EXAMPLES

"Parents can pick up their students after the event."

**VS**

"You can pick up your child after the event."

"The school works to help every student succeed."

**VS**

"We work to help your student succeed."

# OUR BRAND

## WHAT IS A BRAND?

Brand is more than a logo. It is similar to an organization's reputation; it's what people think of or how they feel when they hear your name. It is created and influenced by how people interact with and experience your organization, perceptions, word of mouth, and expectations.



Branding in the educational world is all about getting the word out and highlighting the great things taking place in our classrooms, schools, districts, and organizations that create a positive culture. It's about "telling," not "selling" to build powerful relationships with all stakeholders. Elements like logos, colors, and fonts can help an organization stand out from the crowd, making it easily identifiable to its audience.

*Reference: "BrandED" (<https://ericsheninger.com/>)*

## THE BEAUMONT ISD BRAND

Our goal is to establish a consistent brand that reflects everything we do and say, as well as every message we share with the public through print, online, or broadcast.

As the largest K-12 educational institution in the region, it is our duty to maintain professional and consistent communication with our external audiences.

We expect our staff to uphold high consistency, accuracy, and precision standards in all communications. Every team member must grasp and represent our district's identity and core messages. This collective effort helps reinforce and safeguard our district's reputation and image.

It is critical that all parties utilizing any of the Beaumont ISD brand elements follow the guidelines put in place to maintain consistency and our brand standards.

**Beaumont ISD's logos and colors are immediately recognizable identity elements that maintain consistency in terms of the look and feel of our communications. Visit [www.bmtisd.com/branding](http://www.bmtisd.com/branding) to view our complete branding guidelines and download official district and campus logos.**

**Note: The page is password protected for BISD employees only. You must login using your Gmail credentials.**



**BMTISD.COM/BRANDING**

# OUR BRAND

## GENERAL LOGO STANDARDS

Beaumont ISD protects all District trademarks, including names, logos, mascots, and symbols, from unauthorized use.

The official Beaumont ISD logos should only be used in their original formats. District and campus logos should not be redrawn, re-proportioned, or modified in any way. A common mistake is "stretching" the logo. Logos should only be resized proportionately.

PRIMARY LOGO	SECONDARY LOGO
	
	
	
	

The District may grant permission to school organizations, parent organizations, and other District-affiliated school-support or booster organizations to use, without charge, District and campus trademarks to promote a group of students, an activity or event, a campus, or the District, if the use is in furtherance of school-related business or activity.

Members of the general public, outside organizations, vendors, commercial manufacturers, wholesalers, and retailers shall not use District trademarks without the written permission of the Superintendent or designee.

To request logo use permission, please email [communications@bmtisd.com](mailto:communications@bmtisd.com)

# PUBLIC INFORMATION

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The Office of Community and Media Relations handles public information requests for the district. All requests for public information are handled in accordance with the Texas Public Information Act (PIA), Texas Government Code §552.001. "Public information" is defined in Government Code §552.002.

Requests must ask for records or information that is already in existence. The PIA does not require the district to create new information, do legal research, or answer questions. In addition, the district is not required to comply with a continuing request to supply information on a periodic basis.+

For detailed information about the Texas Public Information Act, visit the Office of the Attorney General (OAG) website. For more information, visit <https://www.bmtisd.com/about-bisd/general-information/public-information-requests> or call the Director of Community and Media Relations.

## REMINDER

School district employees are "temporary keepers" of district records that are created in the transaction of school business. Any device, including personal cell phones, iPads, and computers, containing communications about Beaumont ISD business is subject to search upon receipt of a public information request.

In order to comply with public information requests, Beaumont ISD requires all district communication with employees, volunteers, parents, or students to be connected to the Beaumont ISD email system.

Connection to the Beaumont ISD email server preserves all communication for the legally mandated retention period and allows the district to comply with the Public Information Act.



# BOARD MEETING RECOGNITION

## BOARD MEETING RECOGNITION GUIDELINES

Beaumont ISD is committed to recognizing and celebrating the accomplishments of our students and staff. As we continue to grow, our successes are growing; therefore, we have developed the following guidelines for recognition at School Board meetings.

Any student or staff member who earns regional, state, or national-level recognition, certification, publication, or distinction is eligible for Board Recognition.

Students who demonstrate academic, artistic, leadership, service, or extracurricular excellence are eligible for recognition at board meetings if they meet the following qualifications:

- District Champions
- Post-district Qualifiers – Regional, State, National
- Academic Achievements
- District-level Contest Winners – Science Fair, etc.

The campus teacher, coach, sponsor, principal, or a district-level director/coordinator must initiate the request for student recognition by emailing [communications@bmtisd.com](mailto:communications@bmtisd.com).

Requests should be submitted within 10 days of the student earning the recognition. Within 10 days of receiving the request, the requestor will be notified of the date of the Board meeting at which the recognition will occur.

Meetings are typically held on the third Thursday of each month at 6:30 p.m. The requestor will invite the student(s) and their parents/guardians to attend the meeting and confirm they will be in attendance.

Students and teacher/sponsor/coach/etc. should arrive at least 15 minutes prior to the meeting for photos. (Ensure students are in compliance with dress code.)

**VIEW ALL BOARD  
MEETING DATES** →



**ALL MEETINGS ARE  
LIVESTREAMED AT  
[WWW.BMTISD.COM/WEBTV](http://WWW.BMTISD.COM/WEBTV)**

# CANVA FOR EDUCATION

Canva is a powerful, user-friendly design tool that's FREE for all BISD students and staff through Canva for Education. To access, log in using the Google single sign-on method with your BISD credentials.

Each campus or building has a custom Brand Kit built in with approved logos, fonts, and colors. You'll also find pre-loaded templates for event flyers, presentations, announcements, and more, ready to customize and aligned with BISD branding. Please utilize Canva for all flyers and graphics, selecting the appropriate pre-sized dimensions for digital or print use. Avoid using programs like Microsoft Word, Free Poster Maker, or PosterMyWall, as they do not meet district branding or formatting standards.

All graphics in Canva for Education are royalty-free, so there's no need to worry about copyright infringement. Explore the extensive library of free templates and design elements to create polished, professional visuals that represent your campus with consistency and excellence.



**EXPLORE WHAT CANVA  
HAS TO OFFER!**

Canva

## SHARE YOUR STORIES

### **We Don't Create the Stories – We Share Yours**

Great things happen on our campuses every day, both big and small, and we need your help to tell those stories!

Leaders, teachers, students, parents, and community members are encouraged to send photos and a short description of what's happening to [communications@bmtisd.com](mailto:communications@bmtisd.com). If you can include a quote or two, even better!

Our team will follow up if needed, or publish your story on our Community & Media Relations Newsroom. Some stories may also be featured in The Weekly Wrap-Up. Know something big is coming? Email us early to request a photographer or videographer to capture it live!

# WEBSITE BEST PRACTICES & TUTORIALS

EACH DEPARTMENT AND CAMPUS IS RESPONSIBLE FOR KEEPING THEIR WEBPAGES UP TO DATE. WHILE OUR COMMUNICATIONS TEAM PROVIDES SUPPORT AND GUIDANCE, WE DO NOT HAVE A DEDICATED 'DISTRICT WEBMASTER' POSITION RESPONSIBLE FOR MAINTAINING ALL WEBSITES.



## MAINTAIN YOUR HOMEPAGE

### Departments:

- Welcome/Introduction
- Navigation to sub-pages
- Director's Photo
- Contact Information
- Highlight Key Resources on the homepage using buttons or quicklinks

### Campuses:

- The actual homepage should **never** be edited by the campus.
- Use the Calendar App to keep your Upcoming Events accurate.
- Use the Posts App to update your "Campus News"

**AVOID CREATING EXTERNAL SITES LIKE "GOOGLE SITES" AND USE OF TINYURLS.**

## TUTORIALS QUICK LINKS

- [Navigating and creating subpages](#)
- [Adjusting Page Layouts](#)
- [How to add and delete images and photo galleries on your page](#)
- [Uploading and deleting documents on your page](#)
- [How to "Replace" documents and images on your page](#)
- [How to update your Campus Calendar](#)
- [How to Add a Campus Post \(Story\)](#)
- [How to Create Friendly URLs with Redirects](#)
- [Finalsite Knowledge Base](#)

## TOP 5 BEST PRACTICES



### Keep Content Up-to-Date

- Regularly update information.
- Remove outdated information and broken links.

### Use Clear, Parent-Friendly Language

- Avoid education jargon and acronyms.
- Write in plain language that all families can understand.

### Organize with Purpose

- Group content into clear categories.
- Avoid creating "many clicks."

### Follow Branding Guidelines

- Avoid clipart, low-resolution images, and off-brand color schemes.

### Make Accessibility a Priority

- Use alt text on images, clear contrast, and readable fonts.
- Structure pages with headings and use meaningful link text for screen readers.

# SOCIAL MEDIA BEST PRACTICES

Social media serves as an extension of our website and provides a unique opportunity for us to spotlight all of the amazing things happening in our classrooms, schools, and district every day!

## WHAT PARENTS WANT TO SEE

- What's happening in our classrooms
- Content their kids have created
- Student and staff recognition/celebrations
- Campus life through a different lens/behind the scenes
- Helpful, expert advice from school leadership

## PROOF ALL POSTS

- Check every post for accuracy.
- Carefully check grammar, punctuation, capitalization, and spelling.
- Don't get too wordy! Include links to more information/longer content. (Drive them to our website.)
- Review posts to ensure graphics posted correctly.

## IDEAL POSTING TIMES

- Early in the morning (before school starts)
- Lunchtime
- Pick-up time (15-20 minutes before school ends)
- Late evening (around student bedtime)

## HASHTAGS

- Use Beaumont ISD hashtags in posts: #BMTISDProud, #BMTISDPartners, #AllInAllYear  
**ALWAYS #BMTISD; never #BISD**
- Use your campus theme as hashtags.
- Capitalize the first letter of each word in hashtags for ADA accessibility.

## PHOTO CONSENT

- Do not cover students' faces with emojis (*or anything else*) if they do not have parental permission to be photographed - Use a different photo to avoid a FERPA violation.

## COPYRIGHT

- Always give credit where credit is due!
- If you aren't sure who created a graphic or took a photo, do not publish it. *Some images that appear to be clip art may actually be copyrighted and could lead to legal issues if used without proper permission.*
- It's best to create your own graphics through a program like Canva.

## Managing Comments

- We cannot delete comments unless they are in violation of our Social Media Guidelines.
- [Beaumont ISD social media commenting guidelines](#) are posted on the district website and linked on all district, campus, and departmental social media pages. Please do not remove this link.

## Helpful Resources

- [SOCIAL SCHOOL 4 EDU](#) - SocialSchool4EDU provides great (free) resources for schools.
- [Donovan Group FREE Social Media Topics Planner](#)

Reference: SocialSchool4EDU.com

# SOCIAL MEDIA TIPS AND TRICKS

## SIMPLE TIPS TO MAXIMIZE ENGAGEMENT

- **CRAFT MEANINGFUL MESSAGES** - Remember to address what parents want to know, rather than just addressing what we want them to know.
- **GET ATTENTION WITH VISUALS** - Always include an image with posts. Use pictures and/or videos to share what's happening whenever possible. Invite teachers, students, and parents to submit photos/stories for consideration.
- **POST REGULARLY** - Try to post daily. If you are unable to post every day, aim for 2-3 times each week. Consistent messaging creates familiarity (and helps with the ever-changing social media algorithms).
- **GROW YOUR AUDIENCE** - Encourage stakeholders to follow your social media accounts with every publication you distribute (newsletters, flyers, etc.).
- **PERSONALIZE SHARED POSTS** - When re-posting (sharing) content, personalize the post with a short message and include district hashtags.
- **TAGGING** - Tagging official accounts is a great way to collaborate with others through social media. By using the "@" sign followed by the account name, you can easily feature other schools, organizations, or companies in your post's text, or you can use the tag feature by tagging directly on the image. Great for: featuring partners, organizations, schools, companies, and collaborations
- **FACEBOOK ALBUMS** - Albums are amazing for organizing photos from events or celebrations. Categories can be made for easy access in searching for specific photos. Great for: Parents searching for photos of their child, organizing large photo dumps, and creating collections for memories.

## POST IDEAS



- Student Achievement
- Student/Staff Shout-outs
- Organization/Club Features
- Dress-up Weeks
- Holiday Celebrations
- School/Org Events
- Updates and Information
- History Recognition
- Anything BISD/Campus Related!

## GRAPHICS



- Enable digital rulers/markers to keep text and images aligned
- Follow a color scheme
- Use high-quality images
- Double-check text spelling & grammar
- Outline text to make it stand out
- Use your "Brand Template" in Canva with the correct color scheme.
- Size them for each social media platform

# SOCIAL MEDIA FOR EMPLOYEES

## BEST PRACTICES FOR RESPONSIBLE SOCIAL MEDIA USE BY EMPLOYEES

Beaumont ISD respects the rights of employees to use social media as a medium of self-expression outside of the school day. As role models for the district's students, employees are responsible for their public conduct even when they are not acting as district employees. Employees will be held to the same professional standards in their public use of social media and other electronic communications as they are for any other public conduct. If an employee's use of electronic communication violates state or federal law or district policy, or interferes with the employee's ability to effectively perform his or her job duties, the employee is subject to disciplinary action, up to and including termination of employment. [See PolicyDH\(Local\)](#).



### Employees should keep the following in mind while using social media:

- **Always a School Employee** – The lines between public and private, personal and professional, are blurred in the digital world. Regardless of whether it is clearly communicated, you will be identified as an employee of the school district in what you do and say online.
- **Positively Represent District** – Represent the school district and the students and parents you serve in the best light. Do not comment on or forward unsupported information (rumors). You are responsible for what you post, even if it's on a personal page.
- **Confidential Information** – Online postings and conversations are not private. Do not share confidential information, whether it is internal school discussions or specific information about students or other staff. What you post will be seen by others and can be forwarded or shared in just a few clicks.

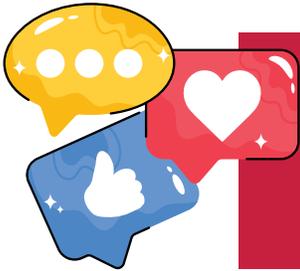
Beaumont ISD Board Policy Manual DH–Employee  
Standards of Conduct– Electronic Communication



# SOCIAL MEDIA FOR EMPLOYEES

## GUIDELINES FOR PERSONAL USE

Educators and school district employees should be aware that their actions reflect on the profession, schools, and the district they represent. They are expected to demonstrate the highest level of professional judgment when posting online. This guide should serve as a reminder for responsible social media use.



### SET YOUR LEVEL OF PRIVACY

What information about you can people access online? Make sure your social media settings aren't left wide open, and make sure to consider your audience when tagging someone in a post or using a hashtag. Both of those actions will make a post more visible.

### KNOW COPYRIGHT LAWS:



The laws are more relaxed surrounding education, but not on social media. ALWAYS credit your sources or use public material. Canva is a great resource!

### REMEMBER FERPA:



Never post pictures or personally identifiable information of students on personal social media pages. NEVER post student pictures with emojis over their faces!

### FACT CHECK:



Don't post rumors or second-hand information, and don't try to communicate anonymously. It never has positive results.

### BE SMART WHEN POSTING ONLINE:

Social media can be a great tool to connect with other professionals & educational groups and to stay in touch with family and friends.

### ALWAYS KEEP YOUR AUDIENCE IN MIND WHEN POSTING ONLINE, AND KNOW THAT NOTHING IS EVER REALLY PRIVATE!

In the end, just thinking things through will help you avoid a lot of trouble. Don't be afraid to post with personality, just remember who could see it.

### BE KIND; DON'T USE THE INTERNET TO VENT:

Don't argue or respond harshly on district-related posts, even if you don't agree with what is posted or the commenter is unkind.

If you have a negative opinion, keep it off the internet, because it will most likely be seen by someone you wouldn't want to see it.

### BEFORE POSTING, T.H.I.N.K.-

Is it True? Is it Helpful? Is it Inspiring? Is it Necessary? Is it Kind?

