

Washoe County School District Social Media

WCSD Official Channels

WCSD Facebook:

<https://www.facebook.com/WashoeCountySchoolDistrict/>

Goal: To keep parents, students, employees, and the community informed about school events, achievements, and important district-wide updates.

Purpose: Facebook serves as a platform to promote and publicize detailed information about district activities, major announcements, event coverage, and family resources. This includes promoting school events, sharing photos, and celebrating student/staff achievements. It's also a space for engaging parents and the community with important news.

Target Audience: Parents, students, community members, staff, and local organizations.

WCSD Instagram: <https://www.instagram.com/washoeschools/>

Goal: To visually highlight the positive stories, promote upcoming events, and celebrate achievements happening across the district in a creative, engaging way.

Purpose: Instagram is a platform for showcasing the WCSD community through photos, videos, and stories that capture the vibrant energy of our schools. The focus is on telling visual stories about student accomplishments, staff highlights, and school events. It's a space to celebrate successes, connect with students and families, and foster a positive district image.

Target Audience: Students, parents, younger audiences, school staff, and the broader community.

WCSD X: <https://x.com/WashoeSchools>

Goal: To provide timely updates and quick access to news, important announcements, and alerts related to the district.

Purpose: Twitter/X allows the district to quickly share brief news updates, event reminders, and important announcements in real time. It's also a platform to engage in conversations with the community, answer questions, and direct users to more detailed information on other platforms.

Target Audience: Parents, district staff, media outlets, and community members looking for quick updates.

WCSD LinkedIn: <https://www.linkedin.com/company/washoe-county-school-district>

Goal: To build and strengthen professional connections, attract high-quality candidates, and showcase the district's leadership, initiatives, and accomplishments.

Purpose: LinkedIn is used to highlight WCSD as a professional and innovative district. This platform

helps promote job opportunities, professional development events, and district leadership achievements. It's also a place to connect with potential hires, education professionals, and partners in the broader community through our LinkedIn Life page.

Target Audience: Education professionals, potential employees, district leadership, business partners, and industry stakeholders.

WCSD YouTube: <https://www.youtube.com/@WCSDtv>

Goal: To provide in-depth, engaging video content that highlights upcoming and past district events, student and staff accomplishments, and important educational initiatives.

Purpose: YouTube allows WCSD to share longer-form video content, such as event recaps, Board of Trustee meetings, superintendent updates, and educational programs. The goal is to give the community a visual and detailed look at what's happening across the district.

Target Audience: Parents, students, district staff, community members, and those interested in the district's operations and events.

WCSD Trustee X: <https://x.com/WCSDTrustees>

Goal: To offer real-time updates on Board of Trustee meetings, decisions, and important governance issues impacting the district, as well as sharing relevant news stories from the WCSD News Hub.

Purpose: The WCSD Trustee X account keeps the community informed about what the Trustees are discussing, voting on, and how their decisions affect students, staff, and families. It's a platform for transparency and engagement with those interested in school governance.

Target Audience: Parents, staff, community members, media outlets, and those following school governance and policies.

WCSD Social Media Guidelines

Contact Information:

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Goal

The main goal of WCSD's social media is to share good news, important updates, and timely information with parents, employees, and the entire community. This helps everyone stay informed and engaged with what's happening in our schools.

Introduction

My name is Amber Seifert, and I am the Social Media Specialist for the Washoe County School District. I have been working in marketing and social media since graduating from the Reynolds School of Journalism at the University of Nevada, Reno in 2020. My experience includes working in both the private sector and the nonprofit world, including my time at the Boys & Girls Club of Truckee Meadows.

I am passionate about using social media to highlight the incredible things happening in our schools and departments. My goal is to help you create and promote a positive social media presence that connects with our students, families, and community. Whether you need guidance, content ideas, or assistance with messaging, I am here to support you.

The WCSD Communications team is dedicated to sharing the great work happening across the district, and we are excited to work with you to tell your story. These social media guidelines and standards help ensure that all Washoe County School District (WCSD) social media accounts, including those managed by individual schools, are professional, consistent, and respectful. By following these rules, we can promote a positive image of the district and schools.

Purpose of Social Media

1. Why do you want a social media page?

The goal is to provide helpful, interesting information to parents, students, and the community. Think about why your school needs a Facebook, Instagram, YouTube, or X page. How will you use it to keep people informed?

General Guidelines

1. Account Access and Creation

- When creating a social media account for your school, the best practice is to use the general district email whenever possible (e.g., schoolname@washoeschools.net). This makes sure the account can be passed to teachers and administrators seamlessly, if necessary.
- Ensure that someone from WCSD Communications, preferably the Social Media Specialist, has access to your account in case of an emergency.

2. Be Professional and Respectful

- Speak professionally and respectfully when posting on your school's social media.
- Be polite to everyone who comments or messages.
- Arguing online in comments and posts does not yield positive results. In some cases, it is best to turn off commenting on school district accounts. Please use your own discretion, but feel free to disable commenting at any time.

3. Share Accurate Information

- Make sure what you post is accurate and up-to-date.
- If you make a mistake, correct it quickly.
- Authenticity is the most powerful tool in social media. Make sure your posts/captions/photos/videos are authentic to your school/program.

4. Consistency

- Always use your school's official brand guide, including logo, font, and colors, to keep a uniform look across all platforms.
- Follow WCSD's branding guidelines to keep everything looking cohesive.

5. No Profanity

- Don't post or allow bad language anywhere on your social media, whether in posts, music, images, or comments.

- If someone uses inappropriate language in the comments, take a screenshot of the comment, “hide” it, and report it to the Social Media Specialist via email or Teams.

6. Privacy and Safety

- Only post identifying pictures or videos of students if they have a signed media release form on file in Infinite Campus. If the student is not identifiable (back of head, blurred, etc.) no release is required.
- Never share private information about students, staff, or families, including last names, addresses, etc.
- Don’t share details like schedules or locations that could impact safety.

7. No TikTok Accounts for Official Use

- Per guidance from WCSD Information Technology, the district does not have an official presence on TikTok and recommends against schools using it. Schools should stick to approved platforms such as Facebook, Instagram, X, LinkedIn, YouTube, and Threads.

8. Engagement

- If the account has comments enabled, respond to comments and messages quickly to encourage community involvement.
- Use your social media to highlight the great things happening at your school—share positive stories, student achievements, and important announcements.
- Tag relevant accounts and use appropriate hashtags, such as #WeAreWCSD and #WCSDProud, to boost engagement.
- Tag appropriate accounts and use relevant hashtags when working with community partners. Ex: “#WeAreWCSD x #BattleBorn” for a collaboration with the University of Nevada, Reno.

Content Guidelines

1. What to Post

- Share news on Facebook, Instagram, X, LinkedIn, or YouTube about events, student or staff achievements, and other important updates how you see fit.
- Post content that’s helpful to parents, students, and the community.
- Use photos, videos, and graphics to make posts more engaging across platforms.
- Instagram and Facebook “Stories” are great for sharing quick updates, event highlights, and behind-the-scenes moments that don’t require a full post. Stories are great for creating real-time engagement and can include polls, Q&As, and links to more information.

2. How Often to Post

- Post regularly, but not too much. Aim for regular posts throughout the school year and strive for year-round content.

3. Quality Matters

- Use high-quality images and videos that are appropriate for a school audience.
- Keep text clear, brief, and free of errors. Always double-check spelling and grammar.

4. Hashtags and Tags

- Use relevant hashtags to increase visibility, such as #WeAreWCSD and #WCSDProud.
- Tag the district's official accounts and any other relevant partners when applicable.
- Identifying a hashtag for your school or club/activity. Creating and establishing a traditional, repeatable hashtag to promote engagement.

Interactions

1. How to Respond to Comments

- Respond to comments and messages quickly and maintain a positive tone.
- If a comment is a complaint or concern, handle it professionally or direct it to someone who can help.

2. Moderation

- Regularly monitor your account to ensure comments are appropriate.
- Hide comments that are offensive, irrelevant, or that go against the official WCSD Social Media Statement: **We invite our community to participate on our social media platform, however, the district takes a content neutral approach and will remove comments that amount to threats, are obscene, promote violence, include personal attacks, are slanderous, are disruptive to a school environment, or interfere with the rights of others to post.** (This statement can be found on the Social Media page at washoeschools.net.)
- If someone repeatedly violates the rules, report them on the platform, and report the violations to the Social Media Specialist.

Crisis Management

- Social media is not a reliable tool to communicate information in a crisis or emergency due to its ever changing nature and the spread of misinformation. Because of this, it is best practice to stick within the approved procedures in the district, including ConnectEd. The

district communications office does not use social media in an emergency, and neither should you.

1. Handling Incidents

- In a crisis, follow the district's communication plan.
- Don't post any unverified information.
- Don't post about school security statuses like "Secured Campus" or "Lockdown."
- Use official statements from WCSD's website or Connect Ed.
- Do **NOT** post about snow, smoke, or other delays/cancellations until the official word is out from WCSD. Feel free to share WCSD's official messaging on your page.
- Refer to official district statements via washoeschools.net or Connect Ed.

2. Contacting the Communications Team

- Immediately notify the Social Media Specialist about any major issues.
- Get approval for big announcements from WCSD Communications or school administration.

Training and Support

1. Training

- If you need help, reach out to the Social Media Specialist for training on best practices.
- Stay informed about new social media trends.

2. Support

- We are here to help! Contact the Social Media Specialist for help with any issues.
- Use district resources and templates to improve your social media content.

By following these guidelines, schools can contribute to a unified, positive social media presence that benefits the entire Washoe County School District. Thank you for your cooperation in helping us maintain high standards in communication.

Name & Date:

Signature:
