San Benito Schools
Social Media Guidelines

San Benito CISD Administrative Guidelines for Social Media, Web Pages

Let's Get Social!
San Benito CISD encourages the promotion of campus and departmental events through the use of social media. The Communications Department has prepared a useful guide that campuses and departments can refer to when creating these accounts.

We are grateful that several campuses and departments already have active social media accounts because we are able to share news-related events on our official district's social media pages and help spread the news**!**

Social Media Accounts
Requests to start a social media account for a campus, department, etc. must be approved by the campus or department director and/or immediate supervisor. A primary administrator and at least two back-up administrators for each social media account must be designated. Social media accounts should be updated regularly. If an account has not been updated during the previous semester, the Communications Department will contact the primary administrator and the account may be deleted.

Website
A primary source for information about the district, departments, and campuses is the school district's website. When parents and community members have questions, the district's website is one of the first places they look for answers. It is extremely important that all campus websites, online calendars, etc. are updated frequently. The web page administrator at each respective campus and/or department must regularly review their page contents and update their respective page, removing outdated information.

Official Campus/Department social media options: Facebook, Twitter, Instagram, Snapchat

- **Facebook, Twitter, Instagram**
  Naming Protocol: Full campus/department name
  About Information: Include campus/department address
  Account Manager: Ideally managed by 3 campus/department employees,
  NOT volunteers, students, etc.
  Check all posts for accuracy, spelling, etc.

Guidelines

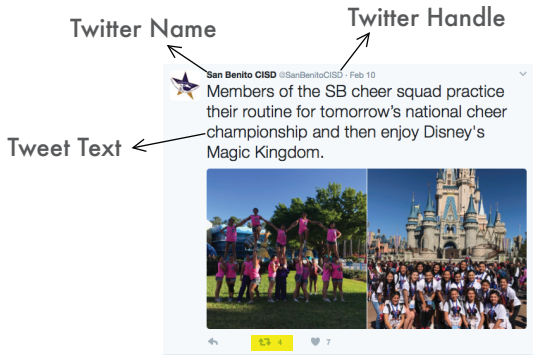
- Be straightforward - share accurate information
- Be useful - reminders, dates, times and locations
- Be a catalyst - encourage your community
- Be influencial - remember you're a campus/department/district leader
- Be systemic - check photo waivers for all students and student work before posting
- Be engaging - share relative timely information with your community

Monitoring

- Managers should monitor all social media activity
- Managers should be aware of followers
- Managers must remove/hide inappropriate comments

Twitter

Anatomy of a Tweet



This tweet has been retweeted 4 times.

This tweet has been favorited 18 times.

Common Terminology

- **Tweet:** A 140-character message
- **Retweet:** Re-posting or giving credit to someone else's tweet
- **Favorite:** Most comonly used when you like a Tweet
- **Feed:** The stream of tweets you see on your homepage, comprised of updates from users you follow
- **Follow:** To subscribe to someone's Twitter updates. When you follow someone, every time they post a new message, it will appear in your Twitter feed
- **Handle:** Your username
- **Direct Message (DM):** A private message between two Twitter users that already follow each other

What is a #Hashtag?

- A way to mention a topic of conversation or to participate in a larger linked discussion
- A topics-based tool that allows others to find your tweets
- You can click on the hashtag to see all the tweets that mention it in real time

What is the @ sign for?

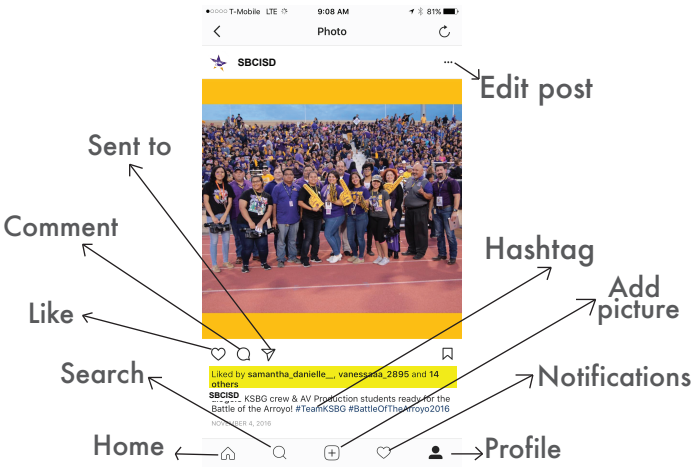
- A way to reference another Twitter user by his/her usermame in a tweet
- A way to reply to someone
- A way to conduct discussions with other users in a public realm
- Users are notified when mentioned

Twitter Tips

- You can search for other Twitter users by name or @username.
- A reply is a public message that can be viewed by anyone. A direct message is a private message and can only be seen by the sender and intended recipients.
- A Tweet **cannot** be edited once you have posted it, but you can **delete** it.

Instagram

Anatomy of a Post



This post had been liked 16 times.

Common Terminology

- **Post:** A photo/video with a caption
- **Like:** Most comonly used when you like a post
- **Activity Feed:** The stream of tweets you see on your homepage, comprised of updates from users you follow
- **Follow:** To subscribe to someone's Instagram updates. When you follow someone, everytime they post, it will appear in your Instagram feed
- **Direct Post:** A private post between two or more Instagram users that already follow each other

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What is the @ sign for?

- A way to reference another Instagram user by his/her usermame in a post/comment
- A way to reply to someone
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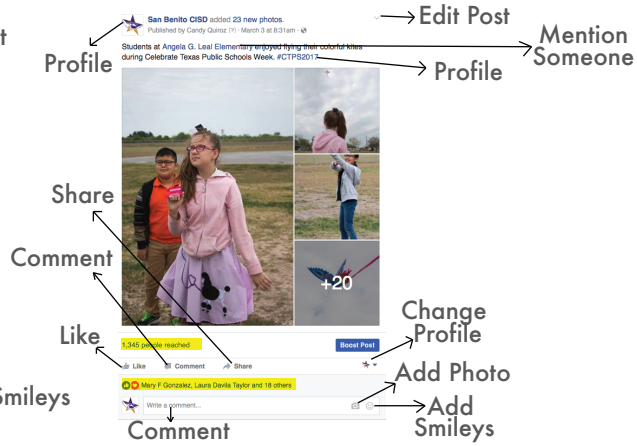
Instagram Tips

- You can search for other Instagram users by name or @username.
- A reply is a public comment that can be viewed by anyone. A direct post is a private message and can only be seen by the sender and intended recipients.
- A postcan be edited once you have posted it.

Facebook

Anatomy of a Post

This post reached 4,991 people and was liked 110 times.



This post reached 1,345 people and was liked 20 times.

Common Terminology

- **Post:** A photo/video with a caption
- **Like:** Most comonly used when you like a post
- **News Feed:** The stream of tweets you see on your homepage, comprised of updates from users you follow
- **Follow:** To subscribe to someone's Facebook updates. When you follow someone, everytime they post, it will appear in your Facebook feed
- **Message:** A message between two or more Facebook users

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What is the @ sign for?

- A way to reference another Facebook user by his/her usermame in a post/comment
- A way to reply to someone
- A way to conduct discussions with other users in a public realm
- Users are notified when mentioned

Facebook Tips

- You can search for other Facebook users by name or phone number.
- A reply is a public comment that can be viewed by anyone. A message can only be seen by the sender and intended recipients.
- A Post can be edited once you have posted it.