



SOCIAL MEDIA GUIDELINES

UPDATED: SEPT. 2026



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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*.

As per School Board Policy, all district social media accounts must be closed forums, i.e. no comments are allowed on any pages or individual posts.

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; 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 Director using the Social Media Account Request Form (provided at the end of this document).

It is required that a minimum of two individuals have access to each account. In Facebook, you may link multiple "owners" to each account - this can be done using two separate emails. For Instagram, that is not possible, so it is recommended that two staff members have login access. This provides a backup so in the case that one staff member leaves the District or no longer wants to manage the account, the second person is able to maintain access to the account and can change the login information for safety purposes.

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

RESPONSIBILITIES:

Public Relations Director:

- 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 away 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 (those creating and running the accounts):

- 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
- Remove a staff member's access to any District social media account upon their departure from CVSD or their role in managing the account by changing the password and give login access to a new, second staff member.



SOCIAL MEDIA GUIDELINES

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 Director for information on these sites
- Do not accept friend requests or send friend requests to students. District-approved social media accounts must be public pages or groups;
- Do not allow comments on any of your social media pages or posts; contact the Public Relations Director for information on how to disable comments.
- 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 [social media policy](#);
- All media requests should be directed to the Public Relations Director;
- Please bring any and all questions to the Public Relations Director; 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
 - Instagram: minimum three (3) times per week
- 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
 - Instagram:
 - * Best Days: Wednesdays at 11 a.m.; Fridays from 10 - 11 a.m.
 - * Worst Day: Sunday
- Whenever possible, please use alternative text for photos and captions for videos in order to maintain accessibility for disabled individuals
- Frequently-used CV hashtags: #BuckskinPride, #CVStrong, #CVyoubelonghere, #CVcommunity
- Post only what you are comfortable having the entire world see what you have posted; even with the strictest of privacy settings, posts can be copied or screenshotted and shared publicly.



Conestoga Valley School District Social Media Account Request Form

Date: _____

Account Manager's Name(s): _____

Email(s): _____

Building(s): _____

Social Media Account Being Requested:

☐ 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? *Note the guidelines that mandate two CV staff members must have login access to each 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 Director.
- 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 closed (no comment) forums (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 Signature

Date

Board President Approval Signature

Date

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

Communication Office Use Only

_____ Approved by Board _____ Denied by Board Date: _____

By: _____

Notes: _____