

Facebook: Connecting and Celebrating
with your School Community
NAESP 2014/NAESP 2015

RANDOM Notes to share:

Create page connected to you.

Add other page admin. so you could always transfer admin. to another user.

You **don't** have the capability of turning off comments to your posts (see <https://www.facebook.com/help/community/question/?id=10200714837656784>), but you do have the ability to block anyone else from posting directly to your page wall.

Use the Page Moderation and Profanity Filter settings to automatically "hide" comments from others that include any words you specify.
([https://www.facebook.com/\[your_facebook_profile_name_here\]/settings?tab=settings§ion=page_moderation&view](https://www.facebook.com/[your_facebook_profile_name_here]/settings?tab=settings§ion=page_moderation&view))

Prior to adoption of Page, establish guidelines with your school community. Ex. this is not the place to air negativity or complaints. Work to establish same healthy partnership culture online / offline.

You have the right to delete anything.

Address negative comments with a phone call and also address on the page. Read the book [Open Leadership](#) by Charlene Li. She addresses the benefits of allowing transparency and access to audience on social media use.

Consider responding to parent comments or *liking* to encourage the interaction.

Know your photo policy. Most parents will allow for pictures. Children of law enforcement usually have not agreed. No photos of foster children. We take the photo but blur the face so they do not feel left out.

Multiple admin can post more often and keep your page active.

HootSuite posts in multiple locations Twitter to Facebook to Website etc.

Consider partnering with parent leadership to author the FB page to model the partnership.

Pages Manager app makes it easy to ensure that you're posting as the page and not as your individual profile. Use a Facebook profile connected with your work email to set up the school page - and don't accept friend requests or post as your "personal/professional" self. **Keep it separate from your personal facebook account!**

Consider [Storify](#) to share your Tweets with those who don't currently use social media. ([Example](#))

Example Facebook pages: BE SURE TO LIKE ALL OF THESE so you can see examples and get ideas live!

- [Sigler Elementary](#)
- [Willard East Elementary](#)
- [Cedar Ridge Elementary](#) - Branson, MO
- [Willard Orchard Hills Elementary](#)
- [Dodgeland Elementary](#) - Home of [@principalJ](#) :)
- [Northern Hills Elementary](#), Onalaska, WI, Home of [@CurtRees](#)
- [Highland Park Elementary PTA](#) - lees summit MO
- [Naselle-Grays River Valley School District](#) (one K-12 building), Naselle, WA [@Idearmore](#)
- [Naselle School Library](#), Naselle, WA [@Idearmore](#)
- [Falls Lake Academy - Creedmoor, North Carolina ...](#)
- [Raymond L. Young Elementary School](#) Talladega, AL
- [Deerfield Public Schools District 109](#), Deerfield, IL (District page admin by communications coord)...School pages admin by principal: [Wilmot Elementary School](#), [Walden Elementary School](#), [South Park Elementary School](#), [Kipling Elementary School](#), [Caruso Middle School](#), [Shepard Middle School](#) (check out the "about" page to see the expectations set for community members to post)
- [Eudora Elementary](#)
- https://www.facebook.com/mccallcolts?ref_type=bookmark (admin by principal)
- [Lowell Elementary School](#) Wheaton, IL ([@kathyamelton](#); school is new to FB this year; currently from Twitter)
- [Neil Armstrong Elmentary](#)
- [Prairie Point Elementary](#) Oswego, IL.
- [Big Walnut Intermediate, Sunbury, OH](#) (admin by principal Ryan McLane [@mclane_ryan](#))
- Glendale Elementary <https://www.facebook.com/GlendaleElementary> (Savage, MN) [@samrichardsonMN](#)
- [Wildwood Elementary](#) Puyallup, WA
- [Pierce County Skills Center](#) Puyallup, WA
- [Jubilee Community School](#) Meadow Lake, Sask.
- Southold Elementary <https://www.facebook.com/SoutholdElementary> (Southold, NY-Long Island) admin by principal Ellen O'Neill
- [Northwood-Kensett Schools](#) in Northwood, Iowa
- [Grand Island Public Schools](#) - the entire district page. Grand Island, Nebraska. Each of the 19 schools have their own accounts.
- [Riverview Elementary School](#) Spotsylvania, VA