



Facebook Manager Guidelines

Introduction

These guidelines are for those who develop, post and manage Bloomington Public Schools school and program Facebook accounts. The guidelines outline how to set up a Facebook account and provide best practices to communicate and engage with audiences.

Managers of school and/or program Facebook accounts must review these guidelines and obtain approval from the Community Relations Office prior to going live. Contact communications coordinator [Stephen Rydberg](#).

Setting up a Facebook Page

- Facebook Page editors must have a personal Facebook account before creating a Facebook Page. To attain a Facebook account, become a member at www.facebook.com. Visit www.facebook.com/pages/create to create a Facebook Page [following their instructions](#).
- Select “Company, Organization or Institution” and choose “Education” as the category in the dropdown menu. Enter your school or program name in the space provided and select “Get Started.”
- Enter the appropriate information in tabs 1. About, 2. Profile Picture, 3. Add to Favorites, 4. Reach More People.
- About: Enter an appropriate description of your school or program, your district website address and choose a short website address for Facebook. **Your Facebook website address must be approved by Community Relations before a selection is made.** Facebook allows you to skip this step and come back to it later if needed.
- **Profile Picture:** Upload the school or program logo from your computer. If you do not have one, please contact Community Relations.
- Reach More People: Facebook has an advertising service that helps increase your Page’s awareness through selected users already on the site. Community Relations recommends you use existing resources to advertise your Page’s existence with target audiences (e.g., Blackboard Connect, website homepage, newsletters, etc.)
- Once all four steps have been completed, click next to begin finalizing your page. Follow the prompts provided.
- **Cover Photo:** Cover photos should be a representation of your school or program. Use a recent high-quality photo of your students or program participants. Contact Community Relations if you need a high quality photo.
- Students contained in photographs online cannot be named nor listed on the district’s “Do Not Photo” permission list.
- Your photo will be automatically resized to fit the dimensions. Use the scale slider and drag and drop the image so that it displays well in the frame.

- Once completed, contact Community Relations for approval before the Page is announced or goes live.
- Only personnel assigned to manage a social media account will have access and login rights. Passwords must be kept in a secure location and must not be shared with other users. Passwords should be changed when new admin rights are transferred to another staff person, in the event of a breach or hack of the site, or as a best practice, every six months.

Announcing your Facebook Page

The success of your Facebook page is dependent on building a following. Determine your target audience and announce the page is live using existing resources to reach those people.

- Consider using a Blackboard Connect message, Google Group posting, website posting, newsletter, or announcements at PTA meetings or school/program events.
- It may take time to build a following. Community Relations can help with strategies for gaining followers.

Engaging users and posting content

Once Community Relations has approved your Facebook Page, you can begin posting content.

- Always post on behalf of your school's or program's account, not your personal Facebook account.
- Always inform classroom parents/guardians that you have a classroom Facebook account.
- Keep your page up-to-date by posting a minimum of 3 times per week.
- Post information about school/program events, awards, and news.
- Consider posting general information about your industry. This can include inspirational quotes about education or thoughts/messages from your colleagues.
- The Facebook timeline feed is very visual so consider posting images and photos. **Please remember student images cannot be posted if they are listed in the district's "Do Not Photo" directory.**
- See what works with your audience based on the content, day of the week and time of day. The Bloomington Public Schools' Facebook Page has seen greatest success with posts in the late afternoon between 4:00 – 6:30 p.m. Social media experts also suggest posts on the weekend will expand your Facebook page's reach.
- Social media is reciprocal. Refrain from simply broadcasting a message, and try to participate in a dialogue with your followers.
 - Questions from your page followers should be answered within 24 hours, or by the next business day if the inquiry occurred over the weekend.
- Pinned posts keep important stories at the top of the highlights feed for up to seven days (pinned posts are marked by yellow tags on the page). To pin an item, select the arrow in the top-right corner of your post, and select "pin to top."
- It may be useful to create a hashtag to talk about your school or program. A hashtag is the pound sign (#) followed by the topic (letters and numbers only; no punctuation or special characters), which becomes a clickable link that takes users to other tweets about that topic.
 - For example, if a Jefferson High School account tweets about its sports teams, it may wish to use the hashtag #JagAthletics.
 - Search Twitter for your desired hashtag before using it. If there are other users tweeting with the hashtag #JagAthletics that aren't relevant to your school, using a different hashtag like #JeffersonAthletics may be more specific to your school.
 - Or, use the district hashtag, #WeLoveBPS, or #BPS100 for Centennial-related content.

Responding to Negative Comments

- Negative comments may damage your school or program's reputation and should be taken seriously. Please review the following guidelines, or contact a member of Community Relations for advice.
 - Review the [Rules of Engagement on Bloomington Public Schools Social Media Sites](#).
 - If a user posts a comment or tags your account in a post or image that violates the Rules of Engagement, delete the comment if appropriate and send the user a private message if possible to resolve the situation.
 - If the user persists and continues to violate the Rules of Engagement, consider blocking the user. Blocking a user should be a last resort action taken only when a private discussion doesn't resolve the issue, and the user has made repeated posts that violate the Rules of Engagement. Page managers should take screenshots of abusive posts before they are deleted for documentation and keep a list of blocked users.
- If the negative post does not violate the Rules of Engagement but contains inaccurate information about your program/school – respond to the negative post with correct information and ask for the person to call you directly to discuss the matter further.
- Wait to respond. Often another follower will respond with an alternative, positive perspective to the negative remark. Should this occur, it may not be necessary for you to respond depending on the validity of the counter argument.

Track and Analyze Page Activity

Click "View Insights" in your Admin Panel at the top of the page to view stats on your page and posts, including recent page activity, number of likes and reach, how many people clicked on each link, demographic information, and which posts are most successful.

Understand the Risk

- Individuals are personally responsible for the content published on any social media platform, blog, or other user-generated media.
- Outside parties can pursue legal action against you (not your organization) for posts.
- Be mindful that what you publish will be public for a long time.
- Understand your page's content could generate media coverage. All posts are public and could be used for or against your organization in a news story. **All media requests should be directed to Community Relations immediately.**
- Represent district values, expressing ideas and opinions in a respectful manner. Building trust and responsibility in relationships extends to online communications. Do not denigrate or insult others including students, staff, administrators, parents, or other districts. Do not use ethnic slurs or obscenity. Even though you are of legal age, consider carefully what you post through comments and photos. School districts and other businesses and organizations are able to take disciplinary action on staff who make posts relative to alcohol, sexual activities or weapons with the exception of school-sponsored activities (ex. trap-shooting teams).

Failure to adhere to guidelines may lead to revoking the privilege to manage a district-affiliated account, including deleting the account.