



At iLEAD California, we believe social media platforms such as Facebook and Instagram offer a valuable tool to communicate — whether for a facilitator leading a project online, communication among our team members, or providing information to families and alumni. Our network is represented by multiple social media accounts. In order to successfully evaluate the responses and impact of social media channels, while still enabling school staff to use social media effectively and independently, we have established the following guidelines for creation of social media accounts.

Our Key Social Media Recommended Best Practices

Emergency situations: In the event of an emergency situation, **please do not post.** The communications director will consult with the executive team and site directors to construct accurate updates that directly apply to the situation or events. We also encourage you to email communications@ileadcalifornia.org, which will automatically email and text the outreach and communication team's rapid response staff members. They will draft posts for your review and assist you with messaging to families and the community.

Be a good digital citizen: Everyone should remember the importance of good digital citizenship when acting online, whether making posts or commenting on others' posts. Even when posting as an individual, because you are publicly recognized as a representative of our organization, your actions will be perceived as being, in one way or another, representative of our team. Please remember that if you're thinking about posting something you wouldn't say in front of a roomful of learners and parents, you probably shouldn't post it at all.

General Best Practices

- **Post compelling content:** Give users something they can't see anywhere else. Also, seek shareable content from other sources.
- **Include photos and videos:** They get more engagement.
- **Interact:** Comment on other users' posts, and "like" them or share. Ask and answer questions. A significant percentage of social media activity may not even be directly related to a post or exchange we initiated. Add value to conversations. Engage.

- **ADMINS/EDITORS: Post frequently, but not too frequently:** There's a fine line. Post too often, and you're viewed as a spammer. Post too infrequently, and people forget about you. This also varies from one platform to another. For example, Twitter feeds are so fast-moving that two or three tweets in a single day about the same subject can be OK (vary the wording).
- **Include links and credit other sources:** This promotes goodwill and positions you and your school as a participant in sharing information.
- **Show your school's personality and culture:** Let social media be a window into your school and show the human side.
- **Use hashtags intelligently:** Hashtags can be important, especially when they are relevant to a post, and may help more readers find your content.
 - When in doubt, hashtag "#charterschool"
 - Avoid hashtagging senseless words like #huzzah or #awesome
 - Ask for feedback: When you ask people a question, you invite them to engage. And when they respond, you should also reply to their comments to let them know you are listening.
- **Ideas for posts:** Among Facebook's examples of effective posts are fill-in-the-blank prompts that engage readers. Example: "After school, I find out what my child is learning by _____"; then you'd encourage families to give their favorite ways to converse with their learners about their school days.

Our Facebook Pages Setup Protocol

- **Please set up Facebook pages, NOT personal Facebook accounts:** Based on Facebook policies, all accounts representing organizations and businesses should be set up as Facebook pages as opposed to personal accounts.
- **All pages representing us should be established as official network pages:** If nothing else, we want to be able to share your great content with other network pages! It improves our ability to stay in touch if we have everything under one umbrella. To initiate the creation of an official Facebook page — for example, you'd like to create a venue for online discussion of a class project, or a Facebook page for a group, club, or class — please [submit a ticket](#) and provide the information on what the page should represent (see details below). We will create the page for you, and you will be provided access as an editor of the page.

Information and items to send when requesting creation of a new page:

1. **Preferred name:** What you'd like the page to be called.
2. **Description:** A brief description of what the page represents.
3. **Location(s):** The location(s) with which the new page is associated.
4. **Your email:** The email address you use for your Facebook account. (This can be your site's address or another address – just provide the email address that's

associated with the Facebook account you will use when managing the content of this new page.)

5. **Image needs:** A brief description of any images you would like created for the profile photo, cover image, etc. If needed, we'll be happy to create branded images that are customized for your particular page. Feel free to provide us with any photos, etc., that you would like incorporated into the profile or cover image.
6. **Email addresses of other editors:** The email addresses of anyone else you would like added as editors of the page (partners in a project, etc.), or anyone you would like to authorize to post "as" the page.

Facebook Groups: As a matter of course, it is preferred that our network programs and locations be represented on Facebook with publicly visible institutional pages as described above. However, if you feel it is necessary to create a Facebook group to facilitate discussion among a group of constituents (parents, learners, network team members, etc.), you should follow a procedure similar to the one for creating a Facebook page. Send the information items as listed in one through six above via [ticket](#). In addition, list the type of group you would like created (public, closed, or secret). Descriptions of Facebook group types can be found [here](#).

- **If you have already created a group:** Please [submit a ticket](#) to discuss adding iLEAD California management team members as admins to your group.
- **Using Meta Business Suite:** When you are added as an editor on a network page, you will also be added to the iLEAD California Meta Business Suite. From there, you will have access to all of the Facebook pages that you're associated with in the iLEAD California network. You can choose any of those pages and "use Facebook as" that page. Once you have been added to the business suite for iLEAD, you will receive an email invitation with a link to join if you have not done so already. Once you have joined, you can access all your iLEAD-related pages by logging in with your email address at business.facebook.com.
- **Advertising:** From time to time, it will be advisable to advertise an event on Facebook, which offers many different ways to target advertising and to boost posts so they reach a desired audience. Targeting is available by geographic location and a wide variety of demographic factors. All ads and associated expenditures will need to be approved by an appropriate iLEAD California social media team member. Ads will be placed through, and billed to, our existing network Facebook advertising account. If you would like to advertise an event on Facebook or "boost" a post, please [submit a ticket](#).

Questions? Email communications@ileadcalifornia.org.

THE FOLLOWING COMMUNICATIONS SHOULD BE ADDRESSED BY THE OUTREACH & COMMUNICATIONS TEAM ONLY

- Are multiple learners and their families impacted? (For example, a wildfire that is destroying homes, impacting one of our sites, or causing our families to evacuate.)

- Is the network bringing in extra counseling support to help learners deal with the incident? (For example, a catastrophic incident in the news.)
- Has someone affiliated with the network been injured or passed away?
- Is an executive team member, site director, or emergency ops manager requesting a statement?

Negative or harmful feedback: If a member of our social media audience lashes out or comments in an inappropriate manner or otherwise comments in a slanderous way, please take the following steps:

1. Take a screenshot of the comment.
2. Email communications@ileadcalifornia.org immediately and include screenshot.
3. List which social media page the offense has occurred on.
4. To the best of your ability, try to accurately describe the person's relationship to network schools (i.e. parent, past or present staff member, or community member).
5. Never comment back. Please let the outreach and communications team handle the matter internally.

For assistance on any social media needs, please [submit a ticket](#).