

Social Media: General Guidelines for Creating

There are hundreds of social media sites available. This document addresses the sites Colquitt County School District recognizes at the most commonly used and has profiles for each.

- Before starting a social media account representing the District (schools, grades, classes, student organizations, athletics, or other group), please contact the District and Employee Relations Department to discuss if your request meets appropriate reasons for use.
- Before setting up a social media page, please review the Colquitt County School District Social and Electronic Media Guidelines. All employees should follow these guidelines and employee professional conduct as outlined in the Employee Handbook.

General Set-Up Suggestions

Please note that some of these directions may not be exact due to updates regularly made to browsers and applications listed below. Please work through each understanding direction, knowing you may have to look in other areas for the information discussed below.

All social media pages set up by a school, department, student activity, or organization **should have a minimum of two certified employees or other approved employees** as administrators on the account.

Facebook Page

1. You must have a person profile on Facebook to get started. This can be your personal profile or you can create a new one hidden. (Note: your personal profile on Facebook will not be visible or tied directly to the page you are making. This is just how they verify you are a person, not a computer.)
2. Starting a NEW page:
 - a. Facebook Desktop:
 - i. Look for the grid menu option by your profile picture in the top right.
 - ii. Click on the grid menu and look for Create > Page.
 - b. Facebook App:
 - i. Click on your profile picture in the bottom right corner.
 - ii. Scroll down until you see Pages.
 - iii. Pages> Create

- c. Then follow the Page set-up process while reading below. From your page, go to the About Section.
3. In About sections
 - a. List school addresses associated with the site.
 - b. List regular school hours.
 - c. Add Additional Contact Information including but not limited to: the school or organization/activity/club website if available, a contact phone number, and email address.
 - d. Under the More Info Section and About - add a statement about what the site is.
 - i. Example: This is the official Facebook page for Colquitt County School District
 - e. Under More Info and Additional Information – Copy and paste the appropriate disclaimer from the Social Media Disclaimer Guide:
<https://www.colquitt.k12.ga.us/departments/communications/social-media>.
 - f. Under this section, you can also link to other social media pages for the school/organization/activity/club if you have room.
4. Under Page Settings, work down the list of options on the left menu bar and set up the following settings:
 - a. General
 - i. Go through each of these settings one by one.
 - ii. Pay close attention to the Privacy, Page Tagging, and Posting/Commenting Settings.
 1. Example: Allow people to comment on posts but block profanity.
 2. Example: Allow people to post to your page but set it up to review it and approve first.
 3. Moderation Assist is a new tool for Facebook pages that helps limit spam postings. It is highly suggested you use this tool and use some of the below words to block through Moderation Assist:
 - a. vs; versus; live feed; watch; cohost; co-host; pm; follow me; follow us; friend requests
 - b. Messaging (Optional)
 - i. You can set up an automated reply to private messages. This is a good idea if no one regularly monitors the page's messages. The reply should direct them to reach out in other ways for a response.
 - ii. Example: This Inbox is not monitored regularly. If you need assistance, please contact (insert information).
 - c. Page Info–
 - i. Review the information you have set up for the page – hours of operation, contact email, etc. Change and update as needed.
 - d. Under Templates and Tabs, you can change the headers you see across the top of your page (About, Photos, Videos, etc.) can be changed in this section.

- i. You can change the view by changing the template to the one that most represents the page. Example: The system page is set to Public Figure, which puts the following headers: About, Videos, Events, and Photos.
 - e. Continue to review each Page Setting menu item to edit any additional settings appropriate for your page.
- 5. Facebook Group
 - a. Facebook groups are not encouraged to be created between employees and students. Please carefully consider the reason for adding a group before starting. You should contact the Communications Department before forming a group to discuss.
 - b. If it is decided that this is the best method of communication for your purposes:
 - i. Follow the initial directions above under #2 to select to create a group.
 - ii. With a group, your profile will be visible as the group administrator/owner to those you invite to the group.
 - iii. With a group, it is recommended that you set the group as private and invite individuals to the group instead of opening up as a public group.
 - iv. It is not recommended that you set up a group with minors. If you are creating this group to communicate with parents, only invite those adults to the group.
 - v. Remember – unless you create a new profile using your school employee information only, the group members can see your personal profile information.
 - vi. Set up rules for posting, commenting, and sharing as you would for a Facebook page.
 - vii. Determine how you will verify the people being let into the group are who you think they are.
 - viii. Do not share any student-specific information inside the group. The group should only be used to communicate information that could be shared publicly if needed.

Instagram

- 1. Under Profile settings
 - a. Ensure the name of the account is representative of the page's purpose
 - b. Add an email account for contact
 - c. Add website associated with school or organization/activity/club
 - c. Add short who you are (name) and copy and paste the appropriate disclaimer from the Social Media Disclaimer Guide:
<https://www.colquitt.k12.ga.us/departments/communications/social-media> or just paste link to the disclaimer on the website. Example:
Official Instagram for Colquitt County Schools. Social Media Disclaimer-
<https://www.colquitt.k12.ga.us/departments/communications/social-media>

- d. Add a phone number if appropriate (usually the main school number)
2. Under Privacy and Security in the left column when in Profile Settings
 - a. Click on Edit Comment Settings
 - i. Click on Use Default Key Words (Recommended)
 - ii. OR you can add words that should be hidden in the comments
3. If you have Facebook and Instagram, you can tie link your accounts in the Facebook Business Manager
 - a. Go back to Facebook and Page Settings for your page.
 - b. Click on Instagram in the menu options to the left.
 - c. Complete the fields to add your Instagram Profile.

X (Formerly Twitter)

1. In Profile settings:
 - a. Use a name that identifies school/organization/activity but is 15 characters or less.
 - b. Add a logo as a profile image and a banner image (see @colquittschools)
 - c. Add a short description in the bio (160 characters or less) and copy and paste the appropriate disclaimer from the Social Media Disclaimer Guide or link directly to the guide: <https://www.colquitt.k12.ga.us/departments/communications/social-media>
2. When logged in to the site on a desktop - on the left-hand side, select the More option:
 - a. Select>Settings and Privacy:
 - i. Select Your Account, and then Go to Account
 1. Enter password
 2. Add a phone number (for account verification) and an email address.
 - ii. Go to Privacy and Safety and then Data Sharing and off Twitter Activity:
 1. Under Location Information, click Add Location information to your Tweets – make sure this is not checked. If it is, your location will be shown every time you post a tweet.
 - iii. Select Mute and Block
 1. Under Muted Words, you can click on the + sign to add words that you do not want to see in your feed.
3. Under Settings>Notifications
 - a. Set what kind of notifications you want from Twitter – you can select several options for email updates, and those updates will go to the email address you entered above in the profile section.

YouTube

1. Go to your channel
 - a. Under Settings, located on the left-hand menu at the bottom:

- i. Go to your channel and then Basic Information
 1. Select your Country of Residence, and Enter Keywords associated with your school/page/organization – For example: for the High School, enter High School, High School sports, etc.
 - b. Under Settings> Advanced Settings
 - i. If this is a lower grades YouTube page – mark it as content for kids.
 - ii. Mark "Don't show inappropriate words" under Automatic Captions
2. Under Settings>Upload Defaults>Advanced Setting
 - a. Set language and captions to English (US)
 - b. Under Comments, select: "Hold potentially inappropriate comments for review."
3. Under Settings>Community>Automated Filters
 - a. Select "block links" to block links commenters add in the comments until you review them.
 - b. Under same area and Defaults > change settings to "Hold potentially inappropriate comments" under both places and also check the check box under Messages in your live chat to do the same.
 - c. Click Save and Close.
4. Under Customization (Left menu options under Your Channel)
 - a. Under the Basic Info tab
 - i. Make sure your channel name is an appropriate description of the channel
 - ii. Add a short description of the purpose of the channel
 - iii. Add an email address
 - b. Under Branding Tab
 - i. Add a school logo for the profile image.
 - ii. You can add a banner image (see Colquitt County Schools) and a watermark to go on videos posted.
 1. Example: We added a watermark at the end of any video posted to the system page. This will help with individuals taking the video for use on their pages.