District 192 Communications

Social Media Style Guide

Purpose of This Document

The purpose of the Farmington Area Public Schools Social Media Style Guide is to ensure that social media content reflects the character, quality, and mission of our school district. Any communication that represents Farmington Area Public Schools as a whole, or any of the district's individual schools, should conform to the Social Media Style and guidelines listed here.

General Principles

Privacy

- Remember that social media content is public and will be consumed by the public at large.
- Do not assume that your class, team, or school is the only group seeing your social media posts unless you have specifically set the privacy setting on that post to be exclusive to a particular group.
- Never send sensitive or private information over social media, regardless of the privacy settings. A good rule of thumb is that if you wouldn't say it in a crowded room or on a busy street don't say it on social media.

Content

All social media accounts should be updated regularly to maintain followers, even in the summer or during the off season (although it may be updated less often at that time).

Content for social media should be relevant and timely. Not all content is best shared through social media. When deciding what to share through a social media channel consider these questions:

- Does this post reflect the character and mission of Farmington Area Public Schools? How?
- Who will be interested in this information?
- Does it appeal to a broad audience (e.g., the whole community, the whole school, the whole grade level) or a small audience (e.g., just my class/team)? If only a small audience is interested social media may not be the best way to share this information. Consider a Schoology group or a parent letter.
- Is this news worthy? Can you imagine this information in a newspaper or newsletter?
- Does this require a large amount of explaining or context? If the answer is yes, social media may not be the best way to share the information.

Below are a few examples of what to share and what not to share through social media. These are not comprehensive lists:

20655 Flagstaff Avenue Farmington, Minnesota 55024 | Phone: 651.463.5000 | Fax: 651.463.5010
www.farmington.k12.mn.us | district@farmington.k12.mn.us

District 192 serving all or parts of Farmington, Lakeville, Castle Rock, Eureka, Empire, Hampton, and Vermillion Townships

Appropriate For Social Media	Not Appropriate For Social Media
- Honors and Awards - New Programs - Upcoming Events - Links to news articles and other district related media. - School activity recaps such as sports scores, charity event outcomes, and public meeting minutes.	- Personal information about teachers, students, or community members. - Financial information that is not a matter of public record. - Any picture you wouldn't want published in the newspaper. - Links to content unrelated to the school or the district, or inappropriate for the classroom.

Grammar, Spelling, and Mechanics

- Follow the Farmington Area Public Schools Style Guide whenever possible.
- Spell words out and use standard punctuation.

Conversations

- Reply to direct message.
    - Sometimes it is most appropriate to reply privately or by giving contact information of someone at the school.
- Start conversations when appropriate.
    - Remember, audience engagement is an important part of social media.
    - People crave two-way communication.

Twitter

Tweets

- Twitter is good for short messages or messages that tease and then link to longer articles.
- Don't break your message into multiple tweets.
    - The following link is a good resource for shortening and clarifying your tweets: http://paperdarts.org/blog/2012/1/27/twitter-manual-of-style.html

Retweets

- Retweet district related content.
- Add content, such as a comment or hashtag, where possible.
- Always acknowledge the original tweeter.

Links

- Link to more information.
- Use www.tinyurl.com or a similar service to shorten your links.

Hashtags

- Use hashtags. **Do not** use more than two hashtags per tweet.
- District Hashtags:
    - #ISD192 (The District)
    - #192Tigers (Sports Teams)
    - #192TigerPride (School Spirit)
- Note: These hashtags are all specific to our district. If you do not include "192" in the hashtag your post will be grouped with and linked to other organizations that also use the term "tiger" but are not our district.

@Replies and Direct Messages

- Always rely to direct messages.

- Acknowledge when people tag you and reply when appropriate.

Facebook

Status Updates
- Facebooks status updates can be longer than tweets but should still be relatively short. Five sentences or less is a good general rule.
- Follow the Farmington Area Public Schools Style Guide when writing status updates.
- Include links whenever possible (use www.tinyurl.com or similar).
- Tag people and organizations mentioned in your post (when possible).
- Include a related picture when possible.

Photos
- Make sure all pictures posted are appropriate for all audiences.
- When using pictures of students, be sure their parents have signed a consent form (check with school office).
- When adding pictures to an album, always include a description.

Liking, Sharing, and Commenting
- Be aware that all your followers can see what you like, share, and comment on.
- Make a point of liking, sharing, and commenting on things related to the district, the community, and education.
- When you share someone else's post always add some original comment giving context to why you shared it.

Friends
- Connect with people and organizations related to the district.
- Don't "friend" or follow people and organizations not related to the community, the district, or education.

YouTube

Video Titles
- Include the name of the district in the title when possible.
- Keep it short and relevant.

Video Description
- Link to the district website.
- Link to people and organizations featured in or related to the video.
- Include the name of the video editor(s), videographer(s), and anyone else who worked on the video.
- Include information about where and when the video was filmed, people who appear in the video, and the origin of the video content.

Comments
- Always reply to comments, even if it is only to give contact information for a more appropriate person to contact.

Video Content and Copyright
- Only post original content that you are legally able to share on the internet.
- Never post content you are not licensed to share. This includes both audio and visual content.