

Creating a Style Guide For Educational Social Media

The tips for creating a cohesive style on
social media

Presented by:



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A Guide to Style on Social Media

Why is your school district on social media and what do you hope to gain? These are the two questions that all districts need to consider regularly when they start growing their social media. Making sure that you have clear goals will help you or your team remain consistent and successful online. Throughout this booklet we will provide suggested text you can include in your district's style guide while giving you the inside scoop on branding and remaining consistent on social media.

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Every club, class, or team with a social media account needs to be included in the district’s social media registry or run the risk of having risk rogue accounts. Make sure your district is aware of all accosted accounts, and provide information on how to register an account.

“ Our social media strives to remain a consistent and reliable source of information for all our followers. Official social media sites need to be clear, precise and follow industry best practices for posting updates. All content posted to agency social media should be:

- Relevant -- Information that engages followers and pertains to their daily lives
- Timely -- Pertains to deadlines, upcoming events, or current news
- Actionable -- Prompts community members to take an action

All social media accounts associated with the district need to be registered with *[primary communication manager]*.

[Contact information] ”

Getting All Your Accounts in Order

Creating A Brand

For most people, their first exposure to your district will come online, so it is important that each community member receives consistent messaging. How does a district remain consistent? They stick to their brand. Branding involves any moment a person is exposed to your agency. This can include fonts, logos, colors or even hashtags can be part of your agency's brand.

Recognizing You by Your Color, Font, and Logo

Colors

Primary



Secondary



Font

Heading: Avenir

Body: Helvetica

Provide information on what and when to use your districts colors, fonts, and logos.

Logos

Light

LOGO

Dark

LOGO

If a community member follows your district, but they can't find you because of inconsistent branding, there is a missed chance to reach out to them with new content. Consistent branding makes it easier for community members to recognize your presence, perceive misinformation, and improve your agency's ability to develop positive public relations.

“

In order to promote unity and consistency, all page administrators are required to follow best practices for social media branding. This includes:

- creating same or similar usernames across all platforms,
- using district, colors, emblems, and fonts correctly,
- keeping bios consistent and completely filled out, and
- linking the social media policy in the profile. ”

Best Branding

Reaching Your People

Because even if you look great, you may not be seen without implementing guidance for creating content that appeases social media algorithms and appeals to your community members.

Best Practices Across the Web

Videos

- Use closed captions
- Include title, description, tags, and keywords
- Film in 720p or 1080p resolution

Photos

- Save photos with 800pX600p (or better) resolution
- Include relevant and descriptive tags that will help users find the photo through search engines
- Use captions on photos that identify people and resources for screen readers

Note: Screen readers cannot read the text on images. Any information provided on images should also be written in the post text. Never rely solely on an image to provide text information.

Facebook

- Number of Posts: 1-3 per day
- Time to post: 1 to 4 PM, 6 to 10 PM, and on weekends.
- Type of Account: Facebook Business
- Primary Audience: Parents & Community Members

Twitter

- Number of Posts: 1-10 per day
- Time to post: 8 to 10 AM, 11 AM to 1 PM, and after work from 4 to 7 PM.
- Primary Audience: All shareholders

Instagram

- Number of Posts: 2-5 per week
- Time to post: midday and in the evening after school.
- Type of Account: Instagram Professional Account
- Primary Audience: Students

YouTube

- Number of Posts: 1-3 per week
- Time to post: midday and after 4 PM
- Primary Audience: Students & Community Members

On a Network

Being Heard

As a school district, your audience can stem from young children to parents, to staff members. So while professionalism remains key, it is important to remember that social media is an approachable medium. Using a voice that is too formal makes followers feel that they are speaking to a robot or worse, an apathetic district.

Responding to Others

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Our district's voice strives to be friendly and professional. While it is ok to use humor, posts should not be sarcastic or mean spirited. Responses to comments should remain positive, professional, and facts-driven. Refer to the district's social media policy when dealing with hostile or controversial posts.

Page admins are expected to address questions and concerns posted on social media in a timely fashion. When answering comments:

1. Prepare response
2. Consult with the coordinator if needed
3. Correct misinformation, or provide missing information”

Social media is meant to be a social experience with two-way communication, so it is imperative that page administrators respond to questions and concerns as they arise.

Emojis & Hashtags

“ Emojis should only be used on positive posts (e.g. school events or shoutouts). If you chose to use them, please remain aware of social connotations related to emojis. Avoid all emojis with unprofessional or illicit connotations.

Hashtags are excellent tools to help others join online conversations. When creating a hashtag, make sure to check for easy misreadable language.

Accepted District Hashtags
#SchoolDistrict
#EDUSocialMedia ”

Emojis are a great way to turn down the formality of a post and encourage reader reactions. While not every post will benefit from emojis, it is important to have a policy in place if the occasion arises.

Hashtags are used to connect your posts to their posts on a similar subject. For example, if you would like to know more about people’s opinions on your district, promoting a district hashtag will allow you to see the posts of all those that used the hashtag. This also a great tool to expand your reach as other people join in on your conversation.

Legal and Retention

As a government entity, school districts must follow strict guidelines on what content is allowed to be shared, and what records must be kept. Check the laws regarding public records privacy for your district to make sure both your district and your students remain protected.

“

All social media managers are required to follow legal guidelines on what can and can not be shared or deleted from social media. For more information, follow the district's social media policy.

- Receive permission from legal guardians before posting any images
- Keep strict records of all students that have not provided permission
- Do not post individual student grades or personal records”

Additional Resources

Creating Content

- 24 Social Media Content Ideas for Schools

Strategy

- Social Media Strategy Guide for K-12 Communicators
- The Metrics Behind Social Media Success for Schools

Laws and Policy

- Social Media Policy Template

Social Media Record Protection

- Social Media Record Protection for Education
- The School Districts Guide to Social Media

For these resources

and more, visit us at

[ArchiveSocial.com](https://www.archive-social.com) to learn

how we can help you safely

grow your social media

today!



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