

# Social Media Sites

Before setting up a social media page, please review the Bibb County School District Social and Electronic Media Guidelines. All employees should follow these guidelines as well as general employee conduct as outlined in the Social and Electronic Media Guidelines.

## 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 that 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

1. From your page, go to the About Section.
  - a. There is an Edit Page Info link in blue at the top right when you open About that you can click on or use the blue pencil icons for each section.
2. In About sections
  - a. Page name should be school name.
  - b. List school addresses associated with the site.
  - c. List regular school hours.
  - d. 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.
  - e. Under More Info Section and About - add a statement about what the site is.
    - i. Example: This is the official Facebook page for \_\_\_\_\_ High School.
  - f. Under More Info and Additional Information – Copy and paste the appropriate disclaimer from the Social Media Disclaimer Guide:  
<https://www.bcsdk12.net/departments/communications>
  - g. Under this section, you can also link to other social media pages for the school/organization/activity/club if you have room.
3. 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 to ensure you have the ones that are appropriate and the ones blocked that are appropriate.
      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.
  - b. Messaging (Optional)
    - i. Turn off messaging, if possible.
    - ii. If messaging is required, 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.

- iii. 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.) in this section.
  - 1. 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 go through each Page Setting menu item to edit any additional settings that are appropriate for your page.

## Instagram

1. Under Profile settings
  - a. Ensure the name of the account is representative of the page purpose.
  - b. Add email account for contact.
  - c. Add website associated with school or organization/activity/club.
  - f. Add short who you are (name) and copy and paste the appropriate disclaimer from the Social Media Disclaimer Guide:  
<https://www.bcsdk12.net/departments/communications> or just paste link to the disclaimer on the website. Example:  
*Official Instagram for Bibb County Schools. Social Media Disclaimer -*  
<https://www.bcsdk12.net/departments/communications>
  - 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 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.

## Twitter

1. In Profile settings:
  - a. Use a Twitter 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 @bibbschools). An image of the school is appropriate for the banner.
  - 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.bcsdk12.net/departments/communications>.
2. When logged in to Twitter 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 verification of account) and an email address.
- ii. Go to Privacy and Safety and then Data Sharing and Off-Twitter Activity:
  1. Under Location Information, click on 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 Audience and Tagging
  1. Under Protect Your Tweets, make sure this is not checked. Your school or organization tweets should be visible to anyone to maintain transparency.
- iv. 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
      - Select Country of Residence, Enter Keywords associated with your school/page/organization – 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. Add a banner image (see Bibb County Schools) and a watermark to go on videos posted.
  - Example: When adding 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.