

CONTENT IDEAS

School Events and Photos

Share details of upcoming events, post reminders and share photos after the event.

Repurpose Newsletter Content

Break down your campus newsletter into smaller posts to be scheduled throughout the month.

Students and Teacher Content

Post photos and short descriptions of student projects and teachers doing creative things.

Showcase Student Projects

Post student projects like poems, songs, videos, photography and art.

Re-share Posts

Repurposing content from the district platforms and sister schools shows collaborative spirit.

Create People Profiles

Create a short profile with photos and share outstanding accomplishments and positive behaviors.

Catch “What’s Happening”

Sports, classes, clubs and social life posts that show students having fun and engaged with other students and staff. Include a short description of what is happening in the photo.

Spotlight Sports / Activities

Share game schedules, results, team photos, and opportunities for parents to get involved.

Go Behind the Scenes

Give a glimpse of the inner workings or staff in services like cafeteria, facilities and aides.

Remind

Post reminders of events, test dates, application deadlines, etc.

Answer Frequent Questions

If you’ve been hearing the same questions over and over, create a fun and helpful post to answer those questions – perhaps a “question of the week.”

Video and Photos



Record your video horizontally for broadest usability beyond just social media.



Make sure subject’s face is properly lit.



Be mindful of audio noise around the subject who is speaking (wind, loud talking, etc.)



Place your recording device on a stable, still, foundation at or slightly above eye level.



Never place a subject with light behind them. This will cause a silhouette and make it hard to see them.



LIFE SCHOOL

SOCIAL MEDIA



GUIDELINES

All social media agents should first be familiar with:

Life School Brand Book – lifeschool.net/brand-book

Life School Social Media Policy – lifeschool.net/socmed-policy



SOCIAL MEDIA GUIDE

Marketing and Communications will remove:

- **Posts that break the law or encourage others to do so;**
This includes respecting copyright and fair use laws.
If quoting someone else's work, credit should be included.
- **Content that is profane, threatening, embarrassing, harassing, bullying or racist in nature;**
- **Material that is likely to disrupt the learning environment;**
- **Lewd, vulgar, sexually suggestive, obscene or pornographic content;**
- **Content that violates or promotes the violation of school rules;**
- **Content that does not comply with FERPA;**
- **Political lobbying**

Who creates social media accounts?

- All accounts are created by Marketing and Communications to ensure that Life School retains ownership regardless of who serves as an agent.
- For Facebook, agents are given access to their personal Facebook login. For Instagram, Twitter, etc., agents are added to a socmed- email group that is used as the account name.

About Authorized Agents

- Social media agents are designated by principals or department heads.
- Only designated social media agents are allowed to post media content.
- Students cannot be designated as social media agents.

Agent Responsibilities

- Present a professional and approachable voice.
- Engage with positive comments and direct messages.
- Respond to direct messages within 2 days.
- Have fun!

Etiquette

- Be courteous
- Be responsive; not reactive.
- Don't let comments and messages linger.
- Remember that humor isn't universal.

Handling Feedback

Positive Feedback

- You are encouraged to respond to comments that are positive in nature.
- If asked questions that requires specific answers that relate to mentioning a teacher, staff member, student, etc., do not respond publicly. Direct message the person instead. However, be mindful of FERPA in your response.

Negative Feedback

- If the feedback is **routine in nature** and something that your campus, principal or front office would respond to (i.e. traffic congestion, insufficient notice of deadlines), please response in a way to de-escalate.
- Some comments may be uncomfortable because they are negative. It is important to treat them as if they were sitting across from you. Give grace. Be clear. Notify Marketing and Communications of anything you need help with (marketing@lifeschools.net).
- Do not delete posts that lead to challenging feedback. Doing so often inflames the situation with the parent or partner, and it eliminates the ability to close the loop or clarify miscommunications with anyone who engaged with the post. You may ask marketing@lifeschools.net to disable comments on that post to allow you time to respond and de-escalate the concerns.
- The marketing team monitors social media platforms. However, **if there is a non-routine complaint** that you feel requires a district response, there is a chance you will see it before Marketing and Communications does. **Please alert marketing@lifeschools.net.**
- See the full District Policy for further details (lifeschool.net/socmed-policy).