



# CENTRAL UNIFIED SCHOOL DISTRICT

## Social Media Protocols

Central Unified School District has launched social media account pages to allow students, parents and staff to stay connected with all of the events and activities taking place within the District.

Now that Central Unified has established its own Facebook, Twitter and Instagram accounts, our hope is that you'll take advantage of these tools and spread the word about the positive stories and exciting events occurring in our District.

The top priorities for the District to use Social Media are as follows (a few examples are listed for each priority):

1. **Crucial District-wide news, info, meetings**

- (i.e. LCAP meetings, Attendance Boundary meetings, special Board meetings, Back to School Night, Central Unified job openings with EdJoin links, Teacher recruitment fairs)
- Emergency Info

2. **Positive stories and news links on our students, staff, schools, and District** (i.e. Employee of the Year, National Letter of Intent Signing Day, Academic Decathlon winners, Science Fair & Robotics winners, Bonner Character/Golden Ribbon/PBIS schools, student participation in community service, innovative instructional practices, college/career readiness, partnerships.)

3. **Special District-Wide Events** (i.e. Holiday Joy, District / Central Valley / State championship games, Coats for Kids, Read Across America, Peach Blossom, Autism Awareness week, Academic Decathlon)

4. **Special Events related to school, extracurricular activities/groups, District Office, etc.** (i.e. Carnivals, VAPA events and contests, Rock & Bowl, special fundraisers like Donkey Basketball, Band Dinner & Silent Auction, Crab Feed, FFA dinner/dance, special banquets)

5. **Other** – approved on a case-by-case basis

Before submitting a request for our office to post your event to social media, please consider the following questions and feedback:

- Is the Event District Wide? - It's tempting to post any and every event on our social media, but we don't want to inundate the news feed of our followers with too much information that may not apply to them. Remember, social media is advertising and free press. If it's not worth advertising, then it may not belong. (See the top priorities above for examples of District-wide events.)
- Have you already posted a particular event on your Web site calendar, events page and home page? Before you request that we post an event on social media, make sure you've already posted it on your school's individual website (events page and/or home page). This is important to keep in mind because eventually, our social media accounts will link to our eChalk websites.
- Be timely and prompt with your announcement. If you want an event posted on social media, please give us advance notice. One week and one day before is better than two or three hours before. Keep in mind, social media works best when word of the event has been out there for a while.
- Do you have a photo, image, or video to accompany your post? The old saying goes, "A picture says a thousand words". Any social media post will become more effective if followers can attach a particular image to it. If submitting a photo, video or image, when possible, include source if known. Also, any student in a photo MUST have a media/photo release on file!
- Please send relevant information for what you want posted: name, school, type of event or announcement, date of event, etc.
- When submitting information to us, PLEASE have two sets of eyes from your department check for **correct spelling** of the event, name, and location as well as the correct date and time. There's nothing more embarrassing for you, us and our district than to have incorrect information and spelling!!
- Your postings will be reviewed for content and length and is subject to editing by our office.
- Depending on the number of requests we receive, we may not be able to accommodate every request.

Please send any social media requests or direct any questions to Sonja Dosti, Communications and Public Relations Officer, at [sdosti@centralusd.k12.ca.us](mailto:sdosti@centralusd.k12.ca.us) and Jason Smithberg, Digital Communications and Social Media Clerk, at [jsmithberg@centralusd.k12.ca.us](mailto:jsmithberg@centralusd.k12.ca.us). Please COPY YOUR DIRECT SUPERVISOR and CABINET LEVEL SUPERVISOR on the e-mail.