

# MBUSD Communications and Social Media Guide for MBX



# Introduction

**Social media provides an important opportunity for the Manhattan Beach Unified School District to showcase and celebrate the programs, activities, and student experiences that define our schools and community.**

**As MBUSD continues to expand its online presence, we are focused on maintaining a consistent, unified voice across District, school, and affiliated organization accounts to strengthen how we connect, communicate, and engage with our community.**

**We are deeply grateful for the partnership of our Booster Clubs and their leadership in supporting school programs and amplifying positive stories. Your collaboration plays a key role in helping highlight student achievement, enrichment opportunities, and the meaningful impact of Booster-supported initiatives, while remaining aligned with District Board Goals and policies.**

**As a Booster Club, we encourage you to support and coordinate social media efforts for your organization by sharing unique, positive content on your Booster's Instagram and Facebook pages on a regular basis. In doing so, we also emphasize the importance of equity across these platforms, ensuring that content reflects and supports the affiliated school community in a fair and inclusive way.**

**This guide is intended to serve as a resource for Booster Club leaders, outlining best practices for social media management, recommended content types, topics to avoid, and helpful tools to support your role in promoting your school community while staying aligned with District communication standards.**



## 1

### Story Ideas

Booster Clubs are responsible for managing their own content capture and social media channels. If your Booster Club is interested in having content shared beyond your immediate audience and considered for District-wide promotion, please contact the Public Information Officer (PIO) at least seven (7) days in advance when possible.

When appropriate, the Public Information Office may repost or amplify content originally shared by Booster Clubs across District platforms. All reposting and sharing decisions are made at the discretion of the Public Information Office and must align with District Board Policies, communication standards, and platform-specific guidelines.

To ensure content is eligible for potential District sharing or reposting, Booster Clubs are asked to refrain from including references to or depictions of alcohol, drugs, or controlled substances; obscene, profane, or inappropriate language or gestures; sexually suggestive or age-inappropriate content; political advocacy or endorsements; content that could be perceived as unsafe, discriminatory, or exclusionary; or unapproved commercial promotions or sponsorships in any copy, photos, or videos.

The Public Information Office appreciates your partnership in helping elevate positive, inclusive stories that reflect MBUSD values while maintaining a consistent District-wide voice.

## 2

### News Media

MBX and Booster Clubs are welcome to share information about their own programs, events, and activities with local news outlets and community media. When doing so, the Public Information Officer (PIO) appreciates being kept informed to support visibility, coordination, and maximum shareability across District platforms. Booster Clubs must also follow established school-site permission and approval channels when extending invitations for media coverage, services, or similar engagements connected to school sites.

If a Booster Club or MBX representative would like an event or activity to be officially captured, represented, or promoted as District-associated media (rather than Booster-specific coverage), the Public Information Officer (PIO) must be included in those discussions in advance. If a Booster Club, MBX representative, or school community member is contacted by the media regarding any story connected to MBUSD or a school site, please promptly notify the Public Information Officer or share the PIO's contact information with the media, then follow up with the PIO to ensure appropriate coordination.

Any requests for District-approved photos or video footage must be reviewed and approved by the Public Information Office or the Superintendent's Office. Before issuing invitations to elected officials for events connected to MBUSD or school sites, please coordinate with the Public Information Officer, who will review the request with Cabinet and follow up with the organizer regarding next steps.

## 3

### Website

School and District websites serve as the official source for MBUSD news, calendars, events, and District communications. The District website does not feature Booster Club-specific information; all Booster-related content is housed on the MBX website. MBUSD does, however, distribute approved community and Booster flyers through the Peachjar portal, which is linked on the District and school websites for family access.

Social media is a tool used to connect with the community, share the latest happenings from across our schools and District, and enhance communication with the MBUSD community. It is important to remember that it should be used in a manner that preserves professional boundaries between staff, students, parents, and community members, and that it also portrays our students, staff, schools, and District in an appropriate manner. Anyone posting content on a District-sponsored social media account must be mindful of what is posted, as local media can re-post or utilize information from any posting.

You can find the MBUSD social media Board Policy here:

[Manhattan Beach Unified School District Board Policy 1114: Social Media](#)

The District has official Facebook, Instagram, X (formerly Twitter), and YouTube accounts. The Public Information Officer operates these. These accounts are actively monitored, operated, and maintained on a daily basis.

**MBUSD school sites** have official District-sponsored Instagram accounts and Facebook pages. The District owns these sites and partners with the PTA Communication Committee to manage these accounts. All "official" MBUSD school site accounts can be found in the Districts [Social Media Directory](#). The day-to-day management of these accounts is entrusted to the school site PTA Communication Committee Social Media Manager. School accounts are often used by site administration as well. The Public Information Office actively monitors all accounts.

MBX social media accounts are not official District accounts; however, they are affiliated with MBUSD and represent our students, staff, and school community. We strongly encourage MBX account managers and contributors to follow the recommendations and guidelines outlined in this document, as this alignment helps ensure consistent messaging, positive representation, and increased visibility across District and community platforms.

If you need any assistance with posting and have questions about a social media platform, contact the Public Information Officer.



### Social Media Guidelines for School Sponsored Social Media:

- All channels should be identified as part of MBUSD. A visitor to the account should understand when coming to a page that they are viewing a page that represents MBUSD.
- Users of official District social media platforms should be aware of the public nature and accessibility of social media and that information posted may be considered a public record subject to disclosure under the Public Records Act (this is noted in Board Policy 1114).

# The Big Picture: Social Media Goals

Post unique content to your booster's social media platforms.

Your goals are to:

- Create new, consistent digital spaces for current and prospective families to learn about the events, activities, and opportunities supported by your club and the students participating in Booster-supported programs.
- Build a sense of community.
- Share information. This can include information about an event, happenings within your club, or anything you think families should know about. Use video and pictures to do this. If you would like to film something and need assistance, contact the District PIO.
- Achieve overall, districtwide brand-building with content that showcases the experiences and environments that support the success of our students!

## Shareable Content

Throughout the school year, Booster Clubs support a wide range of programs, activities, and enrichment opportunities that enhance the student experience. Social media is a powerful tool to showcase this work, celebrate the students who benefit from Booster-supported programs, and keep current and prospective families informed and engaged. Below are examples of content types that are well-suited for Booster Club social media platforms.

- **Event Highlights and Recaps:** Share photos and videos from Booster-supported events and activities, such as performances, competitions, showcases, tournaments, fundraisers, spirit events, banquets, camps, clinics, and community gatherings. Recaps are a great way to highlight impact and thank supporters.
- **Program Spotlights:** Highlight the programs, teams, or activities your Booster Club supports. This may include behind-the-scenes moments, rehearsals or practices, equipment purchases, travel opportunities, or special experiences made possible through Booster funding.
- **Student Experiences:** Use photos and short videos to showcase students participating in Booster-supported programs and activities. Focus on moments of growth, collaboration, creativity, and achievement that help tell the story of why your Booster's work matters.
- **Community and School Spirit:** Celebrate the sense of pride, tradition, and community connected to your Booster-supported programs. This might include spirit wear, senior recognition, team milestones, traditions, or community-wide support at events.
- **Everyday Moments:** Not every post needs to feature a major event. Candid, everyday moments such as students preparing for an event, setting up equipment, or celebrating small wins help create an authentic and relatable presence.
- **Fundraising and Support Updates:** Share information about upcoming fundraisers, donation opportunities, sponsorships, and ways families and community members can get involved. When appropriate, follow up with impact updates showing how funds raised are being used to support students.
- **Coordination with District Themes:** From time to time, the District may share recommended themes or messaging that Booster Clubs are welcome to amplify or align with on their own platforms when appropriate.

**Urgent/Emergency Communication:** Social media may be used to communicate urgent/emergency information only upon direction from District officials. This includes school cancellations, schedule changes, and safety/security concerns. If needed, District officials will share relevant information on school site platforms, MBX or Booster members can repost or share information shared by MBUSD.

When there is an incident or emergency, please avoid posting information about it. The District will share information with our community.

**Note:** Communicating with the public and/or media could have unintended consequences and/or create liability, which could interfere with the District Crisis Communication Team's ability to ensure that accurate and consistent information is shared and to respond effectively in an emergency.

**The following types of content should be avoided when posting to social media pages:**

- Confidential or protected information about students or employees
- Personally identifying information about specific students in a photo or video, unless the student is taking part in an official public athletic event or public performance, and/or their parents have given permission to list such information
- If highlighting the achievement of a student, use only their first name unless otherwise approved
- Content that contains copyrighted material
- Content that contains derogatory comments
- Posts that endorse or advocate for a political candidate, political position, or religious belief
- Content that compromises the reputation of the District, a school, or an employee

Helpful tip: If a photo includes a large group of students, consider printing a list of those who do not have permission for their images to be shared. This list can serve as a quick reference to help prevent unauthorized student photos from being posted on social media. This list will be provided to your club President at the official MBX trainings.



# Social Media Tips:

## Spread the Word

- Promote your club's social media presence at every opportunity. Include your official social media handles on event programs, flyers, newsletters, and even school gear so families know where to find your updates and stories.

## Know your Story

- Keep captions clear, concise, and engaging. Short, meaningful posts perform best, focus on one key message and use authentic language that reflects your club's voice.

## Post Pictures Promptly

- Timeliness is key. Share photos and videos while the event or moment is still fresh, ideally the same day or within 24 hours. Posting quickly keeps your community connected and your content relevant.

## Use High-Quality Visuals

- Strong visuals make stories come alive. Use clear, well-lit photos and videos that capture authentic moments, action, and emotion. Aim for storytelling over posed group shots whenever possible.

## Posting Flyers

- If you're sharing a flyer, make sure it's formatted correctly for the platform. Convert PDFs to image files (JPG or PNG) and use the appropriate dimensions for each channel, 1080 x 1350 px for Instagram, vertical for stories, and landscape for Facebook.

## Put Yourself in the Followers' Shoes

- Before creating a post, think to yourself, What is the purpose? Will this be likable, helpful, informative, or interesting?

## Tag MBUSD and Organizations in a Social Post

When posting photos or videos, always tag the Manhattan Beach Unified School District on both Instagram and Facebook.

- **On Instagram:**
  - Tag the District in your caption by typing @manhattanbeachusd and selecting the account.
  - You can also tag the District directly in the photo or video by tapping "Tag People" before posting.
  - Whenever possible, invite the District to be a collaborator on your post. This allows the same post to appear on both your school's page and the District's page—helping reach a wider audience and increasing engagement. (After uploading your photo or video, select "Tag People" → "Invite Collaborator" → @manhattanbeachusd.)
- **On Facebook:**
  - Type @Manhattan Beach Unified School District in your post to tag the official page.
  - Confirm that the correct page appears in the preview before publishing.

Additionally, tag community partners, PTA groups, or local organizations featured in your post. Tagging helps them see and share your content, increasing visibility and engagement across the MBUSD community.

## Use a hashtag

- A hashtag (#) is a label used on social media to make it easier for users to find posts related to a specific topic or theme. Consider creating a unique hashtag for your school to use and promote. Doing so allows you to easily find club-related content to feature and share on your platforms. It also encourages families to tag your school in their posts, helping to strengthen your online presence and build a connected digital community.

## Link Instagram to Facebook

- Once you create an Instagram post and are ready to post it, scroll down and make sure the Facebook button is on, so that your post will appear on both platforms.

## Reposting or Sharing Posts

- It's always a good idea to repost or share a post by MBUSD that provides important information that your community would want to know. On Instagram, you can do so by posting the story on your "stories" or using the repost app and "reposting" the MBUSD exact post.
- If you are tagged in a post by the District, repost to your Instagram story or share on FB. You can see tags in your notifications that should be regularly checked.

## Use Photo Albums on Facebook

- Creating photo albums on Facebook is a great way to showcase content. Don't post similar pictures in the album. A rule of thumb for albums is that if you have more than four pictures you want to post, it's a good idea to create one!

## Take photos and video in horizontal/landscape - not vertical

- Social media sites crop horizontal images better than vertical ones.

## The types of photos to take:

- Take multiple photos
- Take action and candid photos. Limit posed photos!
- Keep photos simple and make sure the background doesn't have a lot of clutter or visual distractions.
- Showcase your students, teachers, and staff members! Use the platform to share the different people who make your school site so wonderful.

# Monitoring your Club's Social Media Pages

An important part of being a Social Media Manager is to oversee the engagement that takes place with the content you post. Not only does monitoring the engagement of a post provides helpful indicators as to the type of content that resonates with your page followers, but it is imperative to monitor to make sure that individuals engage respectfully.

## What to do if someone violates the [disclaimer](#) and/or posts inappropriate content on Facebook?

- There is the option to delete or hide the comment. It is recommended to hide the comment in most instances. However, if you believe a post should be deleted, please contact the Public Information Officer for guidance.

# OFFICIAL Social Media Accounts for each school site and District:

## Manhattan Beach Unified School District -

Instagram: @manhattanbeachusd

Facebook: @ManhattanBeachUnifiedSchoolDistrictMBUSD

X: @MBUSDNews

YouTube: @manhattanbeachunifiedschoo6221

### **Mira Costa High School -**

Instagram: @miracostahs

Facebook: @MiraCostaHS

Twitter: @MiraCostaHS

### **Manhattan Beach Middle School -**

Instagram: @manhattanbeachmswaves

Facebook: @ManhattanBeachMiddleSchool

### **Grand View:**

Instagram: @grandviewgatorsmb

Facebook: @grandviewelementary

### **Meadows:**

Instagram: @meadowselementaryschool

Facebook: @meadowselementaryschool

### **Pacific:**

Instagram: @pacificschool

Facebook: @pacificelementary

### **Pennekamp:**

Instagram: @pennekampelementary

Facebook: @pennekampelementaryschool

### **Robinson:**

Instagram: @officialrobinsonriptides

Facebook: @robinsonselementaryMB

### **Manhattan Beach Preschool:**

Instagram: Coming soon

Facebook: @manhattanbeachpreschool

# MBUSD Official Logos

All sites are required to use the official MBUSD logo and their respective designated official school site logo in communications. Any new variations of the MBUSD logo will be developed and distributed by the Public Information Officer (PIO). New variations of school logos will be developed collaboratively with site leadership and the PIO through a formal logo process to maintain consistency with the District’s brand identity.

District and school logos must not be redrawn, reconstructed, or modified in any way for District or school-site use. This includes stretching, changing colors, adding gradients, or adding special effects. Additional wording, images, or elements placed behind, within, or around logos or wordmarks require prior approval from the PIO.

Booster Clubs may use their own independent logos at their discretion for Booster-specific communications and materials. However, when using any Manhattan Beach Unified School District or school-site logos, Booster Clubs must adhere to the branding guidelines outlined below. District logos represent the official identity of MBUSD and its schools and may only be used in approved formats, colors, and contexts to ensure consistency, accuracy, and appropriate representation of the District, its schools, staff, and students.

All official District and school site logos are available for use [here](#). If you need the logo in other formats and/or other variations, please contact the PIO.

The primary logo can be used by itself or with the full District name, as shown in the examples below. This includes having the District name under the logo or placement to the left or right.



## Other District Approved District Logos:



MANHATTAN BEACH  
UNIFIED SCHOOL DISTRICT

Questions or requests?  
Contact the Manhattan Beach  
Unified Public Information Office  
at [Communication@mbusd.org](mailto:Communication@mbusd.org)

## Mira Costa

Official Logo:



Main Colors:



#034913



#fcfcfa



#fec424

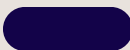


#719979



#e6c963

Compatible Colors:



#130349



#491303

## MBMS

Official Logo:



Main Colors:



#fdbc2c



#19426e



#94b8da

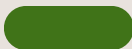


#184073

Compatible Colors:



#731840



#407318

## Grand View

Official Logo:



Main Colors:



#67ab4f



#133156



#6fa5ac



#44784e



#274e55

Compatible Colors:



#934FAB



#4F67AB

## Meadows

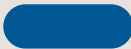
Official Logo:



Main Colors:



#FEFFFE



#025894



#2B7CAC

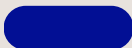


#77A8C5



#BAD4E1

Compatible Colors:



#020F94



#029487

## Pacific

Official Logo:



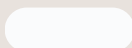
Main Colors:



#f6d013



#1e3189



#fafbfc



#575d7a

Compatible Colors:



#1339F6



#CEAD08

## Pennekamp

Official Logo:



Main Colors:



#76832E



#173A67



#AEB74F



#3C5345



#CFD656

Compatible Colors:



#2E8366



#83652E

# Robinson

Official Logo:



Main Colors:



#002f65



#4d89bd



#0e3f75



#22578c



#366ea3

Compatible Colors:



#ffff00



#006265

# MB Preschool

Official Logo:



Main Colors:



#6ac3ec



#759fb4



#b3d8e9

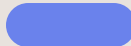


#262324

Compatible Colors:



#596b76



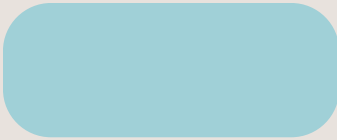
#6A82EC

# MBUSD Colors

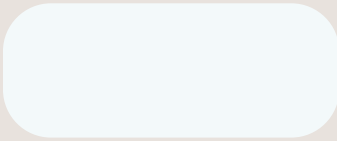
## Main Colors:



**#018b99**

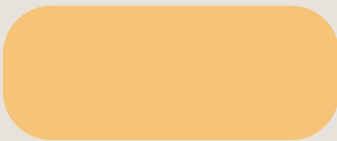


**#a0d0d7**

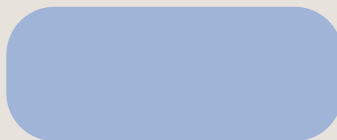


**#f3f9fa**

## Compatible Colors:



**#f6c479**



**#aob4d7**