

Social Media Expectations & Guidelines

Booster social media platforms play an important role in highlighting student experiences, promoting programs, and strengthening school community connections. Content should reflect MBUSD values and contribute to a positive, inclusive representation of our schools.



In partnership, MBUSD and MBX work together to ensure programs are represented accurately, equitably, and in alignment with District standards. Social media should be used as a tool to elevate and support our school communities—not cause harm—and the following guidelines are intended to help maintain a consistent, professional, and inclusive presence across all platforms.

Framework

Share positive, student-centered content that highlights events, programs, achievements, and meaningful community moments. Maintain a professional, inclusive tone that aligns with school and District values, and tag @manhattanbeachusd to invite collaboration when appropriate. Ensure all posts are timely and feature high-quality photos and videos.

Guidelines

Do not share confidential or identifiable student information without permission, and avoid any inappropriate, offensive, or unsafe content, as well as political advocacy or endorsements. Content should not negatively impact students, staff, or MBUSD, and should reflect the full program with a broad range of student experiences. To maintain clarity and consistency, each program should have one official Booster account.

Partnering with MBUSD

Contact the Public Information Officer for support with media, major events, or broader promotion, and share content in advance if you would like it considered for District amplification.

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