

COMMUNICATIONS & SOCIAL MEDIA GUIDE: Best Practices & "Need to Knows"

Introduction

Social media enables the Manhattan Beach Unified School District to tell our stories. As we shift to developing strategic social media goals, we want to make sure there is more consistency across all accounts to help us with our community relations efforts.

Thank you to our volunteer Social Media Managers who have been working with us to grow our social media presence. The District aims to further leverage social media platforms: Facebook, Twitter, and Instagram to better engage our schools and the larger community about the positive things happening Districtwide.

As your school site's PTA Communication Committee member, please post unique content to your school site's Instagram, Facebook, and Twitter* (*if applicable) accounts, at least twice a week. Empower your fellow volunteers and ask them to submit pictures/videos of moments they experience.

Additionally, Communications Committee meetings will encourage participation in thematic social media content for the month ahead, social media best practices, and overall goals for your school site's social media pages.

The purpose of this guide is to be a best practices resource for social media, including the types of content that should be shared, the types of content that should be avoided, and a list of available resources for you as you take on the important role of Social Media Manager for your school site for the 2022-2023 school year.





1

Story Ideas

We want to hear all of the amazing stories happening at our school sites! If you have an event at your school site, classroom, something new, unique, or different that is happening in your school community please fill out this [submission form](#) in detail.

We will make sure to share the story on the appropriate platform(s) such as social media, the District website, and Superintendent Newsletter. All submissions are at the discretion of the Public Information Office.

If you would like the Public Information Officer to attend an event for District promotion and to capture video/pictures, please contact her a minimum of 7 days in advance, if possible. We realize last-minute events occur.

2

News Media

If you have an exciting event coming up or have a story you want to share with the news media, please do not contact the media on the District's behalf. Share it with the Public Information Officer, who can pitch the story to appropriate media outlets for coverage.

If you are contacted by the media about any story related to MBUSD or your school, immediately contact the Public Information Officer or share the PIO's contact information with the media and then contact the PIO about it. Any filming and photos from news media needs approval by the Public Information Office or designee.

In advance of any invitations to elected officials, first confer with the Public Information Officer. She will review with Cabinet about the event and your idea. The PIO will follow-up with you about Cabinet decision.

3

Website

School websites should be routinely updated to feature the latest information, events, calendars, and communications. Each website is hosted through the Edlio website platform and is updated by our volunteer PTA Communication Committee member. For Mira Costa and MBMS, members partner with school site officials to update information.

- Delete/unpublish any old announcements or news over time.
- Avoid using bright fonts and make sure all pages are consistent in format.

If you have questions, need help with updates/formatting, or anything related to Edlio, contact the Public Information Officer.



4

Social Media

Social media is a tool used to connect with our community, share the latest happenings from across our District, and enhance communication with our community. It's important to remember that it should be used in a manner that preserves professional boundaries between staff, students, parents, and community members. Also, it portrays our students, staff, schools, and District appropriately.

You can find our MBUSD Board Policy here:

[Manhattan Beach Unified School District Board Policy 1114](#) regarding social media.

The District has Facebook, Instagram, and Twitter accounts. These are operated by the Public Information Officer. These accounts are actively monitored, operated, and maintained daily.

MBUSD school sites have official Instagram and Facebook pages. These sites are owned by the district and the district partners with the PTAs to manage the sites. You can find all "official" MBUSD accounts in our [social media directory](#).

Each school site has a District-owned set of social media accounts (i.e. Instagram, Facebook, and Twitter). The day-to-day management of these accounts is through our PTAs.

However, in times of emergencies and safety concerns, the district will handle all messaging. Every District social media account must have Superintendent, Dr. John Bowes, PIO, Hibah Samad, Assistant Superintendent, Dawnalyn Murakawa-Leopard, and Executive Assistant to Superintendent, Heather Hoffman as administrators on the accounts.

School accounts should be maintained weekly by the designated volunteer. It is recommended to post a minimum of two posts per week on Instagram and Facebook if possible.

Official district social media platforms are authorized by the Superintendent or designee. The Public Information Officer is an admin on all social media accounts. When there is a District message that also pertains to the school site level, the District may use the accounts to share crucial information, especially during emergencies, disasters, or safety situations.

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 District and the MBUSD Public Information Officer handle communication during an emergency. You may share, repost, and retweet information from MBUSD accounts, but do not write your own information to share to update the community.



The Big Picture: Social Media Goals

Post unique content to your school site's social media platforms.

Your goals are to:

- Create new, consistent digital spaces for current and prospective families to learn about the amazing events and things happening on our school campuses.
- Build a sense of community.
- Share information. This can include information about an event, upcoming fundraiser, or anything you think families should know about. Use video and pictures to do this. If you would like to film something on campus and need assistance, contact the District PIO.
- Achieve overall, districtwide brand-building with content that showcases the academic experiences and welcoming learning environments that support the success of all of our students!

Shareable Content

During the school year, MBUSD and your school site will communicate a wide variety of news, updates, and events, and social media is a key platform to share this information! The following is a list of the types of content that could be posted to your school's social media platforms:

- **Capturing events/event recaps:** This could include academic programs, classroom events, competitions, art shows, music performances, open houses, field trips, guest speakers, assemblies, school pride days, fundraising events, etc.
- **Up Close:** Use photos and videos to share stories in the classrooms. This may include project-based learning, interesting subjects being taught, experiments, presentations, and anything else our community and future families may find engaging.
- **School Spirit:** Share what makes your school special! Photos and videos will reflect the school spirit and pride of our students, families, staff, and community.
- **Everyday Moments:** Need content to post? Capture those special moments in a school environment. For example, students reading during lunch.
- **News and Updates:** Communicate important school site information to the public that comes from the school site administration. This could be schedule changes, lunch menus, school holidays, and anything else students and families should know.

(We will discuss this in our monthly Communications Committee Meetings, where we will have consistent social media posts created that all school sites can share on their school's social media pages (i.e. Teacher Appreciation Week)



Urgent/Emergency Communication: **Only with direction from District officials will social media be used to communicate urgent/emergency information, including school cancellations, schedule changes, and safety/security concerns. If needed, school district officials will share appropriate information on school site platforms, or school site communication committee members can repost/share what is 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 liability, which could interfere with the larger Crisis Communication Team's ability to ensure accurate and consistent information is shared.

The following types of content should be avoided when posting to your school's social media pages:

- Confidential or protected information about students or employees.
- Identifying information about specific students in a photo or video, unless the student is taking part in an official athletic event or public performance and/or their parents have given permission to do so. If highlighting the achievement of a student, use only their first name.
- Content that contains copyrighted material.
- Content that contains derogatory comments.
- Posts that endorse a political candidate, political position, or religious belief.
- Content that puts the reputation of the District, a school, or an employee at risk.

Be Mindful of Students with Photo Opt-Outs!

- At the beginning of the school year, ask your school office manager to put together a list of the names of all children whose families have not granted permission for us to share their photos.
Helpful tip: if there are a lot of these students, see if the list pulled can include the most recent school photo for students whose pictures cannot be shared. This can be used as a fast reference point to help ensure that a photo of a student is not accidentally shared on social media.

Miscellaneous Guidelines:

- Avoid sharing content unless you have fully vetted the source and are confident in the accuracy of the content. Once you share content, you own it.



Social Media Tips:

Spread the word

- Let your community know about your social media accounts! Include your school's social media usernames on all materials - such as event programs, flyers, newsletters, and school gear.

Know your Story

- Keep your posts short and sweet! Long captions are not recommended.

Post Pictures Promptly

- Social media is all about what's happening now.
- Don't post visuals a week later.

Use great quality photos and videos

- The purpose of a social media post is to engage with your community. You want the post to tell a story. Photos and videos that show action are the best.

Posting flyers

- If you want to post a flyer on social media, make sure it is the correct size and is in the proper dimensions for the platform. Usually, you will have to convert a PDF into a JPG.

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

- If you are posting pictures/videos always tag the Manhattan Beach Unified School District on social media. For Instagram, you can tag in the caption by typing "**@manhattanbeachusd.**" Once you find the account just click it. You can also tag the District by clicking "tag people" and finding the District's account.
- You can also tag other organizations, such as community partners, accordingly. This ensures they will know about the post and will allow them to re-post. It will also reach more people and lead to more engagement.

Use a hashtag

- A hashtag (#) is a type of label/tag used on social media which makes it easier for users to find posts with a specific theme or content. Consider developing a hashtag for your school site to use and promote. This is a helpful way to find school-specific content to highlight and share on social media. This is also another way to encourage families to tag you in social media posts and to help build a 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 School'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.

Social media community guidelines will be placed on school site Facebook pages to make sure digital etiquette expectations are set.

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.

Social Media Accounts for each school site and District:

Manhattan Beach Unified School District -

Instagram: @manhattanbeachusd

Facebook: @ManhattanBeachUnifiedSchoolDistrictMBUSD

Twitter: @MBUSDNews



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: TBD

Manhattan Beach Preschool:

Instagram: Coming soon

Facebook: @manhattanbeachpreschool



MBUSD Official Logos

Please always use the official MBUSD logo and your designated official school site logo in communications. If there are any variations of the MBUSD logo, they will be provided by the Public Information Officer.

The school site's official logo needs to be consistent across all communications coming from the school site.

If an alternate logo for PTA-related purposes is created, please send it to the Public Information Office for approval. We highly recommend that the school site logo is not altered or changed frequently as branding is then not consistent over time. It is important that the color guides are followed for any/all logos/branding.

You can find all official District and school site logos for use below.

MBUSD logos:

If you need the following logos - please contact PIO



MANHATTAN BEACH
UNIFIED SCHOOL DISTRICT



MANHATTAN BEACH
UNIFIED SCHOOL DISTRICT

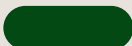


Mira Costa

Official Logo:



Main Colors:



#034913



#fcfcfa



#fec424

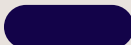


#719979



#e6c963

Compatible Colors:



#130349



#491303

MBMS

Official Logo:



Main Colors:



#fdbc2c



#19426e



#94b8da

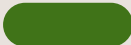


#184073

Compatible Colors:



#731840



#407318

Grand View

Official Logo:



Main Colors:



#67ab4f



#133156



#6fa5ac

#44784e

#274e55

Compatible Colors:



#934FAB



#4F67AB

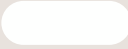


Meadows

Official Logo:



Main Colors:



#FFFFFF



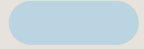
#025894



#2B7CAC



#77A8C5



#BAD4E1

Compatible Colors:



#020F94



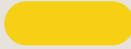
#029487

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

Updated: September 2022

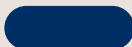


Robinson

Official Logo:



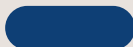
Main Colors:



#002f65



#4d89bd



#0e3f75

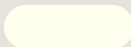


#22578c

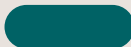


#e6c963

Compatible Colors:



#ffff00



#006265

MB Preschool

Official Logo:



Main Colors:



#6ac3ec



#759fb4



#b3d8e9

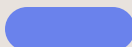


#262324

Compatible Colors:



#596b76



#6A82EC

