

FACEBOOK BEST PRACTICES

QUICK TIPS

- Facebook Pages with the most complete profile information at the top of the page will appear in more followers news feeds. Include the school's website URL in the about section.
- Tag others when posting, so they get notifications.
- Like other community resources to gain more followers, but remember to consider that who you follow can be a reflection of the district and school.
- Shorter posts perform best (Aim for 140-250 characters).
- Delete hyperlinks after posting (the link will still show up), and your status will look clean.



BE CAREFUL HOW YOU RESPOND

- Like and respond to comments on your posts in a timely fashion, when appropriate. Also: Don't argue, especially after midnight.
- When posting to social media, remember that at the end of the day, it's all public. Don't think someone will put all the pieces together. Remember anything you put on social media can be a reflection on the school district and your peers.

DON'T SPAM YOUR FOLLOWERS

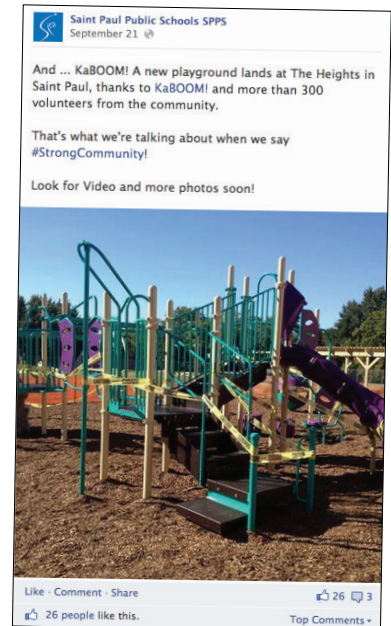
- Remember not to "spam" your followers -- 2-4 posts per day is ideal.

FACEBOOK AND STUDENTS

- Make sure to follow student data practices with photos.
- Facebook explicitly states it is intended for users 13 and older. If you plan to use Facebook, think carefully about your audience. You may not require students to get Facebook accounts.

CREATING ENGAGEMENT

- If you're looking for engagement, consider asking a question or posting a poll.
- If you want to create shareable content, consider using numbers or lists.
- As much as possible, post a link to the school's website in your status updates.
- Always give context when posting a link, photo or poll.
- Try "caption this" or "photo of the week/day" posts.
- Photo posts are the most engaging type of status updates.



MIX IT UP

Have a mix of photos, polls, links and simple status updates:

- 50 percent links
- 40 percent photos/videos with short links and context
- 10 percent updates, polls or call-for-action posts