

**FCPS Social Media and School Site
Standard Operating Procedures and Guidelines**

A Disclaimer

FCPS developed a social media disclaimer when we first started using social media.

It's still worth noting today because it speaks to the basic community standards we have on all of our social media platforms.

Every person using FCPS's social media platforms needs to enforce – and follow – this standard:

FCPS respects a person's right to provide views and differing opinions on the topic FCPS is posting for response. However, FCPS has a responsibility to its employees, staff and community to remove information posted on its page that contains profane or threatening language, violates privacy rights of others or undermines the mission of the school system. We ask that users post responsibly and respectfully to the posted topic.

Social Media Goals

Our overarching goal in social media (and all our communication platforms) is to nurture relationships with families and the entire community, sharing responsibility for student success and demonstrating pride in all aspects of our school system.

In doing that, we directly support all the other strategic goals of FCPS, especially our school system's goal to equip each and every student to be an empowered learner and an engaged citizen to achieve a positive impact in the local and global community.

In practice, that means proactively and honestly sharing information about our students, teachers, staff, and schools and actively engaging community members by seeking and genuinely listening to their views, opinions, and concerns.

On all of our social media platforms, we want our community to talk, share, and interact with us in ways that support our students and their achievement.

We also want our social media to serve an educational purpose for our students. We want to model good digital citizenship for our students. It's important to show that modern communication and civic engagement can be respectful, open, and productive; it can be a tool for bringing people together in positive ways.

However, it's also important that our social media be a platform for talking about and engaging around the challenges we face as a school system. Every organization has shortcomings and areas that need to be improved; we can use our social media to talk openly about those areas and engage the community to find solutions.

Finally, we want our community to be able to turn to our social media as a reliable source of information and original content. And we want to grow our audience over time. By 2020, the percent of parents who actively engage with FCPS social media will increase by at least 15%.

Practical Social Media Dos and Don'ts

Here's some quick, practical guidance and direction for all FCPS staff who use FCPS platforms.

1. Always post with the FCPS voice. Here are a few hallmarks of the FCPS voice: student focused; proud of students, parents, and community; supportive of parents and families; kind; respectful; promoter of inclusiveness and diversity; advocate for Frederick County as a great place to live and work; booster of local businesses and community organizations; cares most about academics, civic engagement, character; responsive; solicitous of community views and opinions; honest; apolitical; never mocking, disrespectful, rude, mean, or dismissive.
2. Avoid controversial topics and controversial posts. If and when we have to post on issues that are inherently sensitive or controversial (redistricting, testing policy, PARCC, issues of gender, race, etc.), stick to factual statements, be even-handed, and don't editorialize. While we need to share factual information, acknowledge diverse perspectives and concerns, and honestly and openly answer questions and solicit feedback about controversial and sensitive topics and topics in the news, our goal is never to generate or stoke controversies; our goal is never to divide the community, but to bring it together whenever possible.
3. All FCPS employees are in the public eye (this is especially true for the Web Experience Coordinator); be mindful of political/controversial/inappropriate posts to your personal social media accounts (especially if you or your posts can at any time be perceived as representing the views of FCPS). Never post personal material (including personal photos, views, comments, etc.) using FCPS accounts or on FCPS accounts.
4. No posts on politics, political issues, or politicians. FCPS is focused on students, families, and community. We don't editorialize on political issues or political leaders or candidates.
5. Never speak for or comment on the Board of Education or BOE members. Never editorialize on Board policy. While we need to share factual information, answer questions, and solicit feedback about Board topics (like the academic calendar, for example), we do not editorialize.
6. Strictly enforce community standards. Never allow personal comments or attacks (including ridicule, demeaning comments, bad language, offensive images, etc.). Be vigilant in addressing users who violate community standards – personally reach out to people who violate community standards, hide/delete comments if necessary, block users if necessary (and as a last resort). While we don't censor people and we want the community to use and

interact with FCPS's social media, we are an educational institution and we must maintain a positive and respectful environment for all. Criticism of FCPS is always ok, but vitriol is not. Personal attacks on FCPS teachers and staff are never acceptable on our social media. FCPS social media will not be a platform for bullying of any kind under any circumstances.

7. We're proud of our students! Post their pictures (and first names, achievements, and any other personally identifiable information that may be needed – like a school name) but do so with caution. If you have any doubt about whether a student picture or student information is cleared, do not post. Check with administrators first and check the student information card. Note: maintaining student privacy is a serious legal requirement and responsibility. Carefully consider what you're sharing about students; when we can and should share information about a student, never share more information than absolutely needed.
8. Grow our audience. Our long term goal for growth is to move from being a poster to using our social media platforms to broadcast information. However, FCPS doesn't seek clicks and likes at any cost – we don't do click-baiting.
9. Track and report analytics regularly. Set specific weekly and monthly targets for yourself. (Our goal by 2020 is to grow our social media audience by at least 15% -- that's 5% annually for the next three years). Use analytics to see what posts work (i.e. which posts are of most interest to our community) and to tailor future posts.
10. Establish a social media schedule for the start of each week and tie your planned posts to key FCPS messages. Our goal is not to post silly memes and random cat pictures, our goal is to produce thoughtful engaging, well-planned material. Your schedule should identify the day and time of each post (analytics show us that certain types of posts get the most traction on certain days and times); the social media platform to be used; the subject of the post (if any); the images, videos, or links, etc. associated with the post; the key FCPS message associated with the post; and, if applicable, the desired outcome of the post (feedback, information, etc.).
11. Try new tools and approaches. See what works. Exposure, for example, is the newest tool we've tried; it's gotten great results.
12. Social media is not static. Push the envelope (in terms of trying new technique and tools) but stay out of trouble (never try to generate controversy or offend to get clicks). When in doubt (about a tool, technique, or even an individual post or tweet), just ask – we have a collaborative and creative team that's ready to help you with feedback and ideas.
13. Talk to people and encourage them to talk back. But always remember you speak for and represent FCPS (not yourself). However, always remember that it's hard – if not impossible – to know who you're talking to. A response that you may think is appropriate for a high

school senior may be inappropriate for a 5th grader. Use common sense and common politeness.

14. A special note about weather and emergencies: weather closing and emergency information is among the most important material you will post. People rely on you to be fast, accurate, and clear when you share closing/delay and emergency information. Don't do anything during inclement weather or emergency situations to distract or detract from sharing information that the community urgently needs. Stay on point.

Social Media Platforms and Purposes

Platform	Purpose
Facebook	Used to reach mainly parents and adult community members; useful for sharing information on FCPS programs, services, and issues. Our FB audience also appreciates positive news – and particularly positive items that highlight students, teachers, and staff.
Twitter	Used mainly to reach students and younger community members; useful for sharing student and teacher generated information on what's happening across the district. Many teachers and principals communicate with Twitter, so we use this platform to highlight their work.
Exposure	Used as a short, interactive, online "magazine" to tell a specific story in our school system in more depth than a FB post. Useful for sharing more depth on the work our students and teachers do in the classroom or in the community. Note: We pay for Exposure annually; the subscription must be renewed each spring.
Instagram	Used to post the best photo of the day from the school system as a quick, positive item. There are many great photos from across the school system every day; this is a useful platform for sharing the best.
YouTube	Our video database; useful for sharing all of our video production for FCPS TV. YouTube is particularly useful in emergencies or fast-breaking situations because we can typically record a spot and air it very quickly. Typically videos are uploaded by the TV department.

Flickr	Photo sharing. Helpful for creating school site carousels.
Storify	Used for online storytelling, but has been mostly replaced by our Exposure page.
Hootsuite	Our social media hub for managing multiple accounts and platforms.

Social Media Analytics

Analytics drive our work. We have been closely tracking analytics data on social media dating back to the beginning of the 2015-16 school year. Currently, reports are produced monthly, at the conclusion of the month, and catalog account followers, general monthly data and the most popular posts by month.

All of the accounts are printed and inside a white FCPS Social Media Guide binder. This binder also includes the 2015-16 year-end analytics report, a school sites web analytics inventory from March 2016 and a Family Communication Survey about social media usage. The analytics data contained within the report can be found using the analytics gathered by each social media channel.

Social Media Schedules

Prepare social media schedules at the start of every week. Map out the day and time of each post; the platform; the subject of the post; the images, videos, or links, etc. associated with the post; the key FCPS message associated with the post; and, if applicable, the desired outcome of the post. We typically make 3-5 posts per day on FB and Twitter and at least 1 per week on all other platforms (Exposure may be less frequent since those stories take longer to develop). You don't need to develop the schedule alone – the Communication Services team always has ideas and possible content! An abbreviated and simplified example:

Day	Time	Platform	Subject	Images, etc.	Key message	Outcome
Monday	AM	FB, Twitter	Welcome back to our students after the long weekend!	Photo of teacher greeting kids at Hillcrest ES	FCPS teachers care about students	Information
Monday	PM	FB	Welcome to new Central Office building manager Vickie Brashears!	Photo of Vickie in CO	FCPS appreciates all the dedicated men and women who keep our facilities running and looking great	Messages of thanks for Vickie and other facilities staff
Tuesday	AM	FB, Twitter	Talks with Teachers	Photos of	We appreciate our	Shout outs to

				talks with teachers event with Super	teachers. Dr. Alban listens to teachers and meets with them often. Our Teachers of the Year are leaders and mentors	teachers
Tuesday	PM	FB	Ray Barnes' retirement party	Photos of event	FCPS facilities and operations staff are recognized leaders in the state. FCPS staff are committed to our schools and students.	Messages for Ray
Wednesday	AM	FB/Twitter	BOE swearing in	Photos	Our Board Members make hard decisions on behalf of all FCPS students and families; we appreciate the public service of all elected leaders	Information
Thursday	PM	FB	Middle school principals meeting	Photo	We appreciate our principals; collaboration and professional development matter in FCPS	Shout out to principals
Friday	PM	FB, Twitter YouTube	On this week's In a Minute: MLK celebrations and student awards!	In a Minute Video	FCPS celebrates student achievements	Information
Saturday	AM	FB, Twitter	Gearing up for WHS football	Photos	Our student athletes are also student leaders	Support for students
Sunday	PM	FB/Twitter	Plug for upcoming budget meeting	Link to budget page	We need community input on our budget priorities	Participation