



## Clovis Unified Social Media Manual

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### Introduction

Social media is changing the way school communities work, offering a new model to engage with families, staff, students and the world at large. At Clovis Unified School District, we believe this kind of interaction can help us to build stronger, more successful relationships and take part in important conversations related to the work we are doing at Clovis Unified.

These are the guidelines for participating in official social media accounts for Clovis Unified. If you're a Clovis Unified employee creating or contributing to any kind of social media on behalf of a school or our district, these guidelines are for you. They will evolve as new social networking tools emerge, so check back regularly to make sure you're up to date. If you are ever hesitant or unsure about something you are posting on official Clovis Unified social channels or feel you need additional training, please contact the Communications Office.

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### Background and Growth of Social Media

A Pew Research Center survey conducted in the spring of 2016 finds that Facebook continues to be the country's most popular social networking platform. Nearly eight-in-ten (79%) now use Facebook, more than double the share that uses Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%). On a total population basis (accounting for Americans who do not use the internet at all), that means that 68% of all U.S. adults are Facebook users, while 28% use Instagram, 26% use Pinterest, 25% use LinkedIn and 21% use Twitter.

#### *Facebook*

Thanks in part to the growing number of older adults who are joining, Facebook use appears to be on the rise. Adults who report using Facebook has increased by 7 percentage points compared with a Pew Research Center survey conducted at a similar point in 2015. In addition, the share of Facebook users who check in daily has increased slightly in the past year: 76% now report that they visit the site on a daily basis, up from 70% in 2015.



#### *Instagram*

Approximately one-third of online adults (32%) report using Instagram – roughly the same share as in 2015, when 27% of online adults did so. To a greater extent than the other social platforms measured in the PEW survey, Instagram use is especially high among younger adults. Roughly six-in-ten online adults ages 18-29 (59%) use Instagram, nearly double the share among 30- to 49-year-olds (33%) and more than seven times the share among those 65 and older (8%).



#### *Twitter*

Roughly one-quarter of online adults (24%) use Twitter, a proportion that is statistically unchanged from a survey conducted in 2015 (23%). Younger Americans are more likely than older Americans to be on Twitter. Some 36% of online adults ages 18-29 are on the social network, more than triple the share among online adults ages 65 and older (just 10% of whom are Twitter users). Twitter is also somewhat more popular among the highly educated: 29% of internet users with college degrees use Twitter, compared with 20% of those with high school degrees or less.



#### *LinkedIn*

The share of online adults who use LinkedIn has remained steady over 2016: 29% report using the site, similar to the 25% who said this in 2015. LinkedIn has long been especially popular with college graduates and high income earners. Half (50%) of online adults with college degrees are on LinkedIn, compared with 27% of those who have attended but not graduated from college and just 12% of those with high school degrees or less.





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### *Frequency of use*

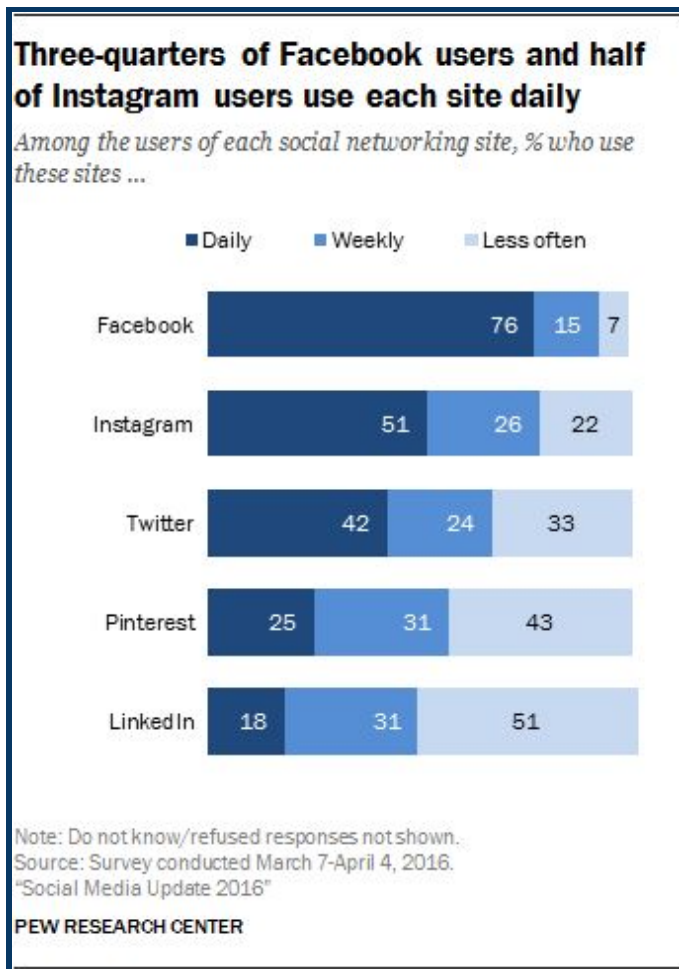
Facebook remains the most popular social media platform for daily use, with its users visiting the site more regularly than users of other social media sites. Roughly three-quarters (76%) of Facebook users report that they visit the site daily (55% visit several times a day, and 22% visit about once per day). Other than this slight uptick among Facebook users, daily engagement for each of the other major social media platforms is generally similar to 2015. Roughly half (51%) of Instagram users access the platform on a daily basis, with 35% saying they do so several times a day. And 42% of Twitter users indicate that they are daily visitors, with 23% saying they visit more than once a day.

### **Importance of Social Media**

One of the most important steps in the four step public relations process is research. Research helps communicators to understand where your audience is and how to reach them. One the most important steps a school site or department can take is to ask their current and potential audiences/stakeholder groups about their communication activities and preferences. If a significant portion of the audience in on a social media platform, it is important that a school or department is there as well.

### *Presence*

There are some school leaders who would prefer to avoid social media. They are not confident in using it, fear online criticism and don't have the time to take on one more thing. Perhaps they believe that if they don't have a social media presence that they can avoid the potentially negative online exchanges. Unfortunately, what happens is that the school or district is still discussed online on social media platforms, but without a presence, they lose the ability to provide information, correct misperceptions or even just "listen" to the concerns.





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### *Immediacy*

One of the most significant implications of social media for government agencies is the expectation of accessibility and an immediate response. Whether it is a security concern, addressing a rumor or providing event photos, families are expecting to receive information or a response in a much faster time frame than prior to social media. In fact, there are many cases in which an issue has gone “viral” and expanded into the national news before an agency has been able to respond. Maintaining a social media presence increases the likelihood that your staff will know about an issue before the national news.

### *Reinforcement*

Rather than creating new content specifically for each social media platform, schools and districts should think of Twitter or Facebook as just one more tool. If there is a story or captioned photo you would already be posting to a website or next month’s newsletter, push that same content out to your social media platforms as appropriate. While it is tempting to think audiences might tire of seeing the same information in multiple places, the reality is that it can take several impressions (times that someone has seen a message) before they actually pay attention to it. Social media can help reinforce the information you are trying to get out in other ways.

### **Clovis Unified Messaging**

Our District messages flow from our strategic plan, vision, mission, aims and core values. As we engage with our community of stakeholder groups, we integrate these key messages in all that we do. Under the overarching umbrella that our District is accountable, effective and transparent, we emphasize and illustrate the areas below through our communication efforts across channels, including social media. The key to incorporating these messages is always bringing it back to why it is important to students.

### *Prudent Budgeting and Resource Management*

Maintaining financial stability and accountability will require prudent fiscal decision-making, shared responsibility among all stakeholders, and transparent communication about budgetary constraints and priorities. Clovis Unified receives lower per student funding than any school District in the Central Valley and must apply wisdom, entrepreneurship and careful budget practices to stretch its resources. Social media posts under this message might include:

- Efforts to preserve resources, like energy efficiency, to preserve funds for other student programs
- Partnering with organizations and the private sector to bring programs to schools
- Budget awards that demonstrate dedication to ensuring funds are used effectively
- Key budget milestones like county approval, maintaining unqualified status despite challenges

### *Academic Achievement & Performance*

Clovis Unified is committed to academic success for every student and sets high expectations in



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pursuing that goal. Closing the Achievement Gap for under-performing students is a priority and we are devoting resources to enhance individualized student instruction. Social media posts under this message might include:

- Highlights of programs that provide extra support to close the Achievement Gap
- Statistics that demonstrate how schools and programs are academically benefiting students
- Student testimonials of how programs or staff have contributed to their success
- Highlights of academic excellence, for example county competitions, graduation, A-G, college acceptance, AP exam and passage rates, alumni accolades

### *High-Quality Educational Programs for All Students*

Clovis is well-respected for its rigorous curriculum, quality teaching workforce, innovative instructional delivery, and leadership role in using technology as a learning tool. Social media posts under this message might include:

- Creative programs that offer something outside of the norm for students who need it
- Career technical programs and partnerships
- Students and staff using technology in a unique way
- Expanding use of technology in the classroom
- Staff development focused on technology or new approaches to teaching and learning

### *Safe, Secure Learning Environment*

Clovis Unified is diligent and proactive in maintaining and promoting positive school climate, collaboration, civility, equity, safe schools, employee morale, and emergency preparedness. Social media posts under this message might include:

- Reminders of school or district level crisis plan tips
- Internet safety tips
- Annual crisis drills
- Results of school climate surveys
- Profiles of people who work to keep schools safe

### *Leadership & Effective Management Practices*

Clovis Unified is committed to using resources wisely and effectively. The District engages its stakeholders in decision-making and maintains accessible and meaningful public information and services to support that engagement. The District's leadership philosophy emphasizes the empowerment of individuals to lead within their scope of responsibility, and decentralizes decision-making through site based management of its schools and departments. Social media posts under this message might include:

- School or district level advisory group activities and meetings
- The results of a project that is student or parent led
- Parent trainings and tips for advocating for their child
- Group forums and events



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### Types of Social Media and Implications

#### *Facebook*

Facebook is about loyalty, so use it as a place to post pictures, give updates, promote new initiatives and answer questions. It's one of the best outlets for providing your supportive stakeholders with regular information they will be interested in.

- Strengths - Most widely used platform, used many times throughout the day, a wide variety of possible posts, no size or format limitations
- Weaknesses - Won't likely reach student audiences here
- Types of audiences - Family members, partnering organizations
- Types of posts - photos and videos with text, live video of events, polls, links to media stories or District website, contests
- Monitoring - set up notifications that proactively alert when a comment is made or a partnering organization posts so that you can
- Evaluating - Facebook offers robust internal analytics, make a point of reviewing them on a regular basis to understand who is engaging, when they are engaging and the types of post that increase engagement
- Advertising - Facebook advertising (promoting a page or a post) can be extremely effective because of the precision it allows in targeting potential audiences. Facebook's Audience Insights works by mining available data and showing exactly who your target market is, based on people who already like your page.

#### *Twitter*

Twitter is a place where you can exhibit thought-leadership in education, family engagement, or other school-related topics with others who share similar interests, whether you know them or not. It's important to connect with/follow other organizations that might have appropriate content. It allows you to maintain a presence by sharing their content.

- Strengths - Widely used platform, very easy to track efforts, helps in engaging younger people
- Weaknesses - Character limitations, ability to go viral in a negative way due to unlimited public access
- Types of audiences - Students, family members, partnering organizations. Engage followers and organizations by tagging them in your post, adding @
- Types of posts - photos and videos with brief text, links to media stories or District website
- Monitoring - use of established hashtags(#) will assist in tracking, for example one for your school or district and another for a specific initiative or event and a third for the general message area
- Evaluating - Twitter offers robust internal analytics and if you are using the hashtags correctly, it is fairly easy
- Advertising - There are different kinds of ads on Twitter, such as Promoted Tweets,



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Promoted Accounts and Promoted Trends. You decide what you want to accomplish, for example attract more followers or persuade someone to visit a website. You can target your audience by the people they follow, their interests, behaviors and demographics, the events they're interested in and even the pets they have.

### *Instagram*

Instagram content is easy to share across other channels. Whether it's a quick picture at a school event or a photo you've scheduled to post in advance, a quick adjustment on your Instagram settings menu will automatically distribute that same content to your choice of Facebook, Twitter, Tumblr, Flickr and other popular social media.

- Strengths - Easy to use, great place to share visuals
- Weaknesses - text space is limited, best for photos
- Types of audiences - Students, some family members
- Types of posts - single photo, photo carousel, 15 second video/story
- Monitoring - The use of hashtags (#) on your photos and videos will also help spread your posts. Use the caption field to include a hashtag.
- Advertising - You can use Facebook Ads Manager to create your ad. If you haven't previously advertised on Instagram, you'll first need to connect your Instagram account to your Facebook page.

### *LinkedIn*

Your school or District will want to create/maintain a professional profile on LinkedIn to connect with current and potential employees and partners. You can network, share professional advice, and even recruit new talent. LinkedIn is about a network of professional colleagues and organizations.

- Strengths - Allows the District to post education leadership related content, introduce new initiatives from the business and community perspective, engage on an industry level.
- Weaknesses - Won't likely reach student audiences here
- Types of audiences - Current and potential employees, foundation contributors, business partners
- Types of posts - District originated blog posts (perhaps from newspaper), job postings, events, sharing community partner information
- Monitoring - You can view engagement metrics for "company" updates (Likes, comments, shares and mentions) and receive notifications for different types of engagement.
- Advertising - Using the self-service LinkedIn Ads platform, you can create two types of ads: sponsored updates and text ads. Both of these allow you to send visitors to your website. The differences between the two are where they are displayed and how you create them. the cost of LinkedIn ads tends to run higher than other social platforms like Facebook and Twitter.



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### Building a Social Media Content Calendar

One way to make social media easier to manage is to build an annual social media calendar that shares content from other sources (website, newspaper), communicates about important events and deadlines (graduations, SAT, financial aid) and allows for some spontaneity.

#### *Identify your target audiences*

Grow your community by understanding what your target audience is talking about and connect to them rather than only posting what is in your school or District interest. Looking at your past posts in your analytics on a regular basis will help with understanding the best type of content for your audiences - this becomes your content strategy. It will likely be different for each social media platform, based on the audiences that use that platform and the content limitations.

#### *Create a tracking sheet*

Create a spreadsheet that tracks all school and district-based events, activities, initiatives and holidays happening each month. Create columns for each of your platforms including website, Facebook, Twitter, Instagram, newsletters and media advisories/releases. Determine in advance which events or posts will be shared to which channels. Use a scheduler to create posts in advance.

### Creative Content Tips

#### *Weekly social media features*

Consider adding weekly social media features (like Wellness Wednesday) that your online community can look forward to. Taking part in popular social media trends can allow you to consistently post each day of the week and get your followers engaged and ready for the week ahead. You probably don't want to use one every day, 3-4 a week is enough, and never more than one "weekday" hashtag per day. Please see addendum B for ideas.

#### *Take over days*

One great way to freshen and revitalize your content is to invite stakeholders to "take over" your feed and post from their perspective. That would include a principal, a teacher, student, a board member, a community member or business owner.

#### *Best posting times*

Looking at the Clovis engagement data is the best way to determine the best times to post. The graphic on this page are general guidelines.







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### *Get inspiration from other agencies*

So many ideas and inspirations can be deployed to provide your social media platform with a formidable outlook. Sharing and engaging, quality content across pages, using enthusiastic and vibrant brand advocates and sharing your work on other similar platforms with a strong following, among others.

### Facebook

<https://www.facebook.com/SanJuanUnified/>  
<https://www.facebook.com/highlineschools/>  
<https://www.facebook.com/SanDiegoUnified/>

### Twitter

<https://twitter.com/FolsomCordova>  
<https://twitter.com/GEDSB>  
<https://twitter.com/CADeptEd>  
<https://twitter.com/RCOE>  
<https://twitter.com/rocklinusd>

### Instagram

<https://www.instagram.com/dcpublicschools/>  
<https://www.instagram.com/lakesideunion/?hl=en>  
<http://www.mcallenisd.org/instagram/>

### LinkedIn

<https://www.linkedin.com/company-beta/165874/>  
<https://www.linkedin.com/company-beta/165270/>  
<https://www.linkedin.com/company-beta/157331/>

### *“Day of the Year” and other calendar tie-ins*

There are a number of celebrations throughout the year that can inspire post ideas. The California department of Education has a list at: <http://www.cde.ca.gov/re/pn/fb/cdecalendar.asp>  
Here is also a list of potential holiday hashtags:  
<https://sparkflow.co/holiday-hashtags-twitter-instagram-marketing/>

Some examples include:

Favorite or outstanding teacher/nurse/counselor/custodian/bus driver/vice principal/principal/coach  
Grandparent photo and essay  
Arts video/photo or experience  
Math/STEM experience and/ or photo/video



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Good study habits/tips

Test taking tips

Protecting school site during break/who to call

Examples of parent involvement, service project, best physical activity, nutritious meals, favorite fruit or veg

Good news at your school/school spirit/character ed

Autism awareness

June Summer learning experience

July 4<sup>th</sup> of July Celebration, democracy and education

Favorite books of the summer

August -What excites you about returning to school

A welcoming moment at your school

Favorite music/group

Internet safety/training

### *Key universal messages*

Based on Clovis Unified's strategic messaging, mission and culture, it is important to develop a real "voice" that is consistent across platforms, tools and materials. In essence, your stakeholders groups should be able to recognize Clovis Unified's tone the way they could identify the tone of a person they know.

In conjunction with staying true to tone, be a good social media citizen. Engage with other organizations, school districts, businesses. Engage and expand with their posts. Link to other blogs, videos, and news articles. Retweet what others have to say.

Tie into national conversations. Research released on graduation rates, college acceptance, other student statistic and post how your district is doing along with tips for how families can improve outcomes for their child are great examples of the kinds of trends Clovis Unified should be speaking out on and lending guidance.

Repost, reuse, recycle. Use a program like IFTTT to capture all of your content for the year and hold onto it for the coming years at the same time. Out of ideas? Follow a wide variety of organizations that provide guidance and ideas related to education and share their content as a repost or retweet.



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### **Potential Social Media Contests**

Contests are a proven method of increasing engagement on social media platforms and building followers. Below are several examples of contests that could be implemented at the school or district level. Prizes could include district or school gear or donations from area businesses who could be tagged as sponsors, increasing reach for both the district and local business.

#### *Photo-Ask Campaigns*

Consider asking your online community to send in photos regarding a specific theme to a social media specific inbox. Try to have a “photo-ask” campaign running each month. For example, in July and August, try a summer holidays album where the community is able to send in photos and stories of what they are doing for summer travel and activities. These campaigns can lead to a major increase in engagement.

#### *Voting/Polling*

With a Vote Contest, you can gain interaction with your supporters by asking them their views, and your supporters get to take action by voting. Another unique capability of Facebook is that it lets you put your followers in control when it comes to choosing contest winners. You can ask your followers to submit photos or even just comment on a post. Then ask people to vote on their favorite submissions by “liking” them, and award the poster who has the most likes at the conclusion of the contest.

#### *Write a Caption*

Photo Caption Contests are a great contest idea to engage fans. They often stimulate competition when entrants get passionate. Photo Captions can be a lot of fun for both the entrants and the business running it. Users submit and vote on captions (titles) for photos. Once submitted, entrants automatically share a post on their Facebook profile, inviting their friends to join too.

#### *Biggest Fan*

Or you could challenge your customers to submit a photo that shows just how much they love your school or District. This also encourages customers to get creative with photos and also show everyone just how much they love your school or District online.

#### *Location Based*

Since Facebook and other social media platforms like Twitter and Instagram let users check in at specific locations, you can also use that feature as a contest opportunity. Ask your families to check in at a particular event like an open house on Facebook or another platform, then award a prize at the end of the week or month.

#### *Trivia*

A social media contest can also simply consist of some simple questions. Ask a trivia question



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on Twitter or Facebook about your school or District or an interest area that appeals to your followers. Then offer a small prize to whoever answers the question correctly first.

### *Guessing Games*

You could also set up a simple guessing game and award a prize to the person who answers correctly or gets the closest. Think “how many jellybeans are in this jar?” But you can make it more relevant to education if you choose, for example number of Chromebooks or smartboards in the District.

### *Feedback Contests*

Contests can also be a great way for you to gather feedback about your school or District. Ask followers on Facebook to share a quick thought about their experience with your school or District staff and then award at least one person who shared.

### *Essay Contests*

You can also award more long-form creativity through an essay contest. Post the opportunity on Facebook, making sure to outline a specific topic and length for essays. Then you can have people submit short essays right on your page or submit longer essays to you privately.

### *Recipe Contests*

For food businesses, ask customers to submit their favorite creative recipes. You can pour through the entries and choose your favorites or let your other participants try them out and vote.

### *Hashtag Photo Contests*

To host a photo contest on Twitter or Instagram, hashtags can make it easy for you to track entries. Just outline a specific hashtag that you want followers to use. Then have them share their own photos and choose the winner by going through the hashtag at the end of the contest.



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### Practical Management Issues

#### *Scheduling social media posts*

This step depends on a handful of different things like your audience, the campaign, and the social networks being used. Always keep your audience in mind and ensure you're not bombarding them with posts that are irrelevant or inappropriate.

Here are some basic guidelines:

- Facebook: 3-10 times per week
- Twitter: at least 5 times a day
- LinkedIn: 2-5 times per week
- Google+: 3-10 times per week
- Pinterest: 5-10 times per day

Your post frequency will depend on the available content, don't send out less than stellar content to meet these guidelines.

#### *Getting Started*

Understand why you are adopting a new communication platform. Addendum "A" of this document outlines key questions to ask when considering adding a new social media tool. Once you've decided to move forward, you'll need to provide the public with a sense of who you are.

General profile or account information usually includes:

- Page/Account Name
- Page/Account Description
- Page/Account Logo
- Page/Account Civility Policy
- Page/Account photos
- Assign access - make sure it is a general school profile that can be passed on

#### *Images*

The research on post popularity with photos and without photos is very clear. When you post a photo connected to the topic, audience engagement is much higher. Follow the same guidelines you would for website posts - nothing that might embarrass the subject or put the District in a bad light. Ensure that the photos you receive from third parties do not show students that have opted out.

#### *Links*

- Ensure the page/site you are sending people to meets Clovis Unified standards
- Test to make sure they are working
- Delete the link text after connecting when you can



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### *Spelling and Grammar*

Most platforms have built-in spelling check, however, if you have a question about your content, write out in Word or Google doc to ensure it is without errors. The public is not very forgiving of educational agency spelling and grammatical errors. When possible, have someone else take a look at your post to check for tone and accuracy.

### **Available Scheduling/Analytics Tools**

#### *Sprout Social*

- \$99 to \$249 per month per user
- Up to 10 social media profiles
- Includes: Scheduling, content calendar, unlimited reporting

#### *Hootsuite*

- \$19 to \$499 per month
- Starts at 10 social media profiles
- Starts at 1 user
- Includes: Message scheduling, real-time analytics

#### *Buffer*

- \$99 - \$399 per month
- Starts at 25 social media accounts
- Starts as 5 team members
- Includes: Content calendar, timing tool, analytics

#### *IFTT*

- Free service
- Chose from a selection of “recipes” that allow you to post to multiple platforms at once.
- Unlimited users
- Requires more technology knowledge



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### Social Media Conflict and Crisis

Social media is no different than other communication methods - there will be a disagreement of opinion from time to time whenever the public is invited to engage with school leaders. It is important to set the expectation of civility and post specific guidelines for behavior on school-related social media sites.

One sample of civility guidelines is listed below:

#### Facebook Page Comment Guidelines

Thank you for being a fan of EUSD on Facebook. EUSD participates in Facebook in order to engage individuals and organizations in our schools and to support student achievement. Posted comments and images do not necessarily represent the views of the EUSD. External, non-EUSD links on this site do not constitute official endorsement. While we encourage fans to share thoughts and opinions on the EUSD Facebook page, we expect that this will be done in a respectful manner.

Our goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profile.

Therefore, a comment will be deleted if it contains:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks,
- Comments whose main purpose are to sell a product, and
- Comments that infringe on copyrights,
- Spam comments, such as the same comment posted repeatedly on a profile, and
- Other comments that the EUSD deems inappropriate.

All links posted as comments on EUSD posts will be reviewed and may be deleted.

Repeated violations of the EUSD comment policy may cause the author to be blocked from the EUSD Facebook page.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

It is also important that school officials monitor the sites, setting up the appropriate alerts to ensure that happens. If there is a sincere question or misperception that needs correction, respond as quickly as possible with accurate information or let them know you're looking into it and will private message them if there is a privacy concern

The best way to avoid a crisis is to prevent it. If you are considering posting something or responding to something on social media and it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off. Take a



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minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, discuss it with a colleague or manager.

Unfortunately, a social media story may still go viral. Here are some tips for getting through it:

- 1) Response center – Gather colleagues who may have something to add to a particular situation and decide on a response strategy. Create a place on the website where you can address issues as quickly as possible via a Q&A document. Provide appropriate information via Facebook Twitter, LinkedIn accounts. Encourage people to share your updates so that you can get accurate information out.
- 2) Be transparent – Address issues from the beginning, don't leave followers to speculate. Be transparent about not being able to answer at the time of the crisis and reassure your stakeholders that you will provide more information as soon as you are able. The important thing is to say something.
- 3) Be responsive – Have a place where consumers can ask/answer questions about their concerns and determine which questions can/will get answered. Look at the negative conversations to see what people are really thinking, then respond accordingly. Develop an online Q&A at a central location on your website to answer questions.
- 4) Use traditional media - Media will tune into your social media presence as soon as a crisis breaks to get a sense of what others are feeling at the moment. They may also use that information in a story. Make sure you are addressing rumors providing timely updates. Keep your word when you promise to provide additional information.
- 5) Plan for the possible– There may be a crisis that you can anticipate. In that case, consider developing a “dark site” that can address potential crisis situations with a strategic Q&A, messaging and issue-resolution strategies. When the crisis hits, turn the site on and you are ready to address the issues at hand, quickly and effectively.





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### Addendum A

#### Questions to Ask When Considering a New Social Media Platform

##### General

- What will the new platform add to your communication and engagement efforts?
- Will it replace an existing platform or is it a completely new addition?
- Are there any district or state policies or regulations associated with the functionality of this platform?
- What are the potential risks associated with the use of this platform and how are you mitigating these risks?

##### Content Providers

- How many staff would have access to the platform as content providers?
- How many staff will be expected to post content on this platform?
- What is the learning curve for this platform?
- Will there be a review of posts by an administrator?

##### Audience

- How many employees, families or students currently use this platform?
- How many employees, families or students would potentially use this platform?
- How do you know this?

##### Platform Content

- How often will you be posting using this platform?
- What kind of content will be posted on this platform?

##### Training

- How many users would need to be trained on the new platform?
- Is there training available?

##### Access

- Will the platform log-in be set up so that district level and other administrators can get into the platform?
- Will the platform belong to the department or campus and be passed to the next leadership team?



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### Addendum B - Weekly Hashtag Ideas

Day	Hashtag/Post
<b>Monday</b>	<b>#MondayFunday</b> – your staff having fun at work <b>#MondayMotivation</b> – share inspirational quotes to start the week off <b>#MusicMonday</b> – highlight school music programs and events
<b>Tuesday</b>	<b>#TransformationTuesday</b> – this hashtag is accompanied with a split before and after photo, great for showing progress over time <b>#TipTuesday</b> – share your knowledge and advice <b>#TuesdayTreat</b> – highlight a “treat” happening at a school - field trip, special event, etc.
<b>Wednesday</b>	<b>#WayBackWednesday</b> - historical photos and facts <b>#WednesdayWisdom</b> - quote to inspire
<b>Thursday</b>	<b>#ThrowBackThursday</b> - historical photos and facts <b>#ThankfulThursday</b> - gratitude for staff, families, community
<b>Friday</b>	<b>#FridayNightFootball</b> - ask them to post highlights and photos from the game <b>#FridayFunday</b> – similar to Monday Funday, show pics of your staff having fun, or it can be more open to sharing anything fun <b>#FollowFriday</b> – use it to tag and highlight other organizations worth following <b>#FlashBackFriday</b> – similar to Throwback Thursday, follows the same theme of sharing old pics
<b>Saturday</b>	<b>#SocialSaturday</b> – this is probably the most open hashtag of them all, use it to share anything
<b>Sunday</b>	<b>#SelfieSunday</b> – get personal with this hashtag by having you and your staff take selfies <b>#SundayFunday</b> – same as Monday Funday, share what you’re up to on a Sunday afternoon, or suggest an activity for your audience