# Social Media in the Randolph County School System

**Before setting up a social media account or page (Facebook, Instagram, or Twitter) for your school, you must do the following:**
- Contact Amber Ward, public information officer, and inform her that you are interested in setting up a social media account or page for your school.
- Complete and submit for approval the [RCSS Social Media Account Request](#) (SMAR) form.
    - The form must be signed by the person at the school who will serve as the administrator of the account/page. The form must also be signed by the school principal.
    - The school staff member who will serve as the administrator of the account/page must use his/her RCSS email address to set up the account/page. A personal email address or personal phone number must not be used.
    - Submit the form to Amber Ward at [a1ward@randolph.k12.nc.us](mailto:a1ward@randolph.k12.nc.us) or 336-633-5155 (fax).
    - Once your school's Social Media Account Request has been approved, you will receive confirmation from the RCSS central office.

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## Facebook for Schools and School Groups
- Facebook allows schools to share valuable information to build trust, transparency, and loyalty.
- Because Facebook is updated in real time, schools can get information to students and parents quickly and effectively. This might include information about upcoming events, important announcements, the impact of inclement weather on school schedules, etc.
- Photos and videos of recent school events (e.g. student achievements, field trips, celebrations, etc.) can be displayed on the school's Facebook Page to offer parents who could not attend the event the chance to see their students in action. This also provides the opportunity for students and faculty to revisit the event, building a sense of community amongst school members.
- There are many fake Pages on Facebook. It is not uncommon for people outside the school to use a school's name, logo, and other information to create a fake Page that gives the appearance of being an authorized school Page. Setting up an "official" Facebook account for your school gives you better control of your school's content and narrative on social media.
- In a large school district, there is typically too much school news to be highlighted on a single (district) Facebook page. Individual school pages allow schools to showcase themselves and build their own following, rather than waiting to be featured on the district's page.

## Profiles and Pages
- Facebook *Profiles* and Facebook *Pages* are not the same thing. Schools have *Pages,* not *Profiles*.
- A *Profile* is a personal account assigned to you when you sign up with Facebook. Your profile includes your personal information. Your Facebook *Profile* is where you connect with family, friends, and colleagues. You are able to see personal posts and updates from your friends in your newsfeed as well as share your own photos and posts.
- A *Page* can only be created or managed by someone who already has a P*rofile,* but the *Page* is completely separate from the *Profile*. A *Page* is a place on Facebook where businesses, brands, organizations, schools, etc. can connect with the public. When someone likes or follows a *Page* on Facebook, he/she can begin seeing updates from that *Page*.

**Randolph County School System (RCSS) District Facebook Page and School Facebook Pages**
The RCSS district Facebook Page and all school Facebook Pages will be connected to the Facebook Profile of the RCSS public information officer (PIO). The PIO will serve as the administrator of the RCSS district Facebook Page and all school Facebook Pages.

One of the features of a Facebook Page is the ability of the Page administrator to assign "roles" to other people. For each RCSS school that has a Facebook Page, the Page administrator (the RCSS PIO) will assign the role of "editor" to a school staff member of the principal's choosing.

The editor of the school's Facebook Page must be the same school staff member who was identified on the school's SMAR form as the "account/page administrator." The Page editor MUST have a Facebook Profile of his/her own.

Page editors can publish on the school Page, reply to private messages sent to the Page, and respond to and delete comments on the Page. Editors will be given access to Facebook on their work computers.

**How to Set Up a Facebook Page for Your School or School Group**
- Begin by following the SMAR process described at the beginning of this document.
- The principal must select a school staff member to serve as editor of the school's Facebook Page and give the name of that staff member to the RCSS PIO (Amber Ward). The school staff member who will serve as Page editor will be the same person whose name was submitted as the "account/page administrator" on the school's SMAR form. If this school staff member does not already have a personal Facebook Profile, he/she must go to facebook.com to establish one.
- The PIO will go to facebook.com, create the school Page, and establish all settings for the Page.
- The PIO will contact the school staff member who is to serve as the school's Page editor and let him/her know that the Page has been created. The school staff member who is to serve as Page editor must then go to the new Page and "like" or "follow" the Page.
- Once the school staff member who is to serve as editor has "liked" or "followed" the new Page, the PIO will go to the new Page and officially designate the role of editor to the aforementioned staff member.
- Once the appointed staff member at the school has been designated editor for the school's new Page, he/she can add the school's details to the Page. The editor also can upload the Page's profile photo (please use the school logo for this) and cover photo (any photo that gives a favorable impression of the school). The editor can also begin posting to the Page.

**Things to Know If Your School Starts a Facebook Page**
- Prior to the Page launch, the PIO will go through the Page settings to establish the following:
  - When people visit your school's Page, they will be able to comment on things the school has posted on the Page, but they will not be able to create new posts.
  - The RCSS Facebook Guidelines will be posted on your school's Page. If a Page visitor posts a comment that violates any of the guidelines, Page editors may remove or "hide" the comment.
    (*Note: Because all social media content is considered public record, it is usually preferable to "hide" offending comments, rather than remove them. A Facebook comment you hide will no longer show up on your Page, but is still visible to the person who posted it and is visible to that person's Facebook friends.*)
  - Your Page's "Profanity Filter" will be set to "Strong."
  - Page visitors will be able to send private messages to the Page. If visitors use the private message feature to ask questions, the Page editor should respond in a timely manner.
  - Page visitors will not be able to "tag" photos that have been posted on the Page.
  - The "Reviews" feature will be disabled. Page visitors will not be able to post reviews of your school.
- Publicize your new Facebook Page, so that you can gain "likes" and "followers."

- Make sure that you have parental permissions on file for any student who is identifiable in a photo or video posted by your school on your Page. The RCSS System Photo, Video, and Schoolwork Release Form will be sent home with students on the first day of school.
- The profile photo for your Page should be your school logo. The cover photo (which can be changed as often as you like) should be any photo that represents your school well.
- Post to your Page regularly. If your page lies dormant, you will not be able to build a following.
- Your posts, likes, and comments will show up as being from the school, not from the editor of the Page.
- The identity of the Page editor will not be visible to the public.
- Reply as quickly as possible to any pertinent questions you receive on your Facebook page, but do not feel obligated to respond to all comments.

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**Instagram for Schools and School Groups**
- Instagram is used by more than one billion people around the world to share photos, videos, and messages. 72% of U.S. teens use Instagram. It is now the top social platform for teens (ahead of Snapchat). (Source: Piper Jaffray Taking Stock With Teens® survey)
- Instagram is a mobile-based platform, meaning you post photos straight from an app on your phone or tablet, not a desktop computer. It's your go-to photo-sharing platform when you are on the go. Remember, a picture is worth a thousand words. With Instagram, you can do more than just tell followers how great your school is - you can show them.
- Hashtags group topics and themes so people can search for these to find all relevant posts relating to that theme. This is referred to as 'trending' and reflects the popularity of hot topics. Adding relevant #hashtags to your images, including the hashtag of your school name, helps you to build your audience and develop the brand of your school.

**How to Set Up an Instagram Account for Your School**
- Begin by following the SMAR process described at the beginning of this document.
- The school's "account/page administrator" (as indicated on the school's SMAR form) must download the Instagram app to his/her mobile device and follow the instructions for setting up an account.
    - Set up the account using the account administrator's email address, not phone number. The email address attached to the account must be the account administrator's RCSS email address, not a personal email address.
    - Set the account up as Public, not Private, so that anyone can see photos you post (the default setting is Public).
    - The school's Instagram account login information (the account administrator's email address, along with the password he/she used to set up the account) must be shared with the RCSS public information officer, the school's principal, and one other staff member (approved by the principal) at the school. Either the school's principal or second staff member must serve as a back-up administrator on the school's Instagram account.
    - The school's account administrators and the principal should be the only ones to have direct access to the school's Instagram account. Stay in control of what photos are posted to your school's Instagram account by allowing only the approved school staff members to have access to the account.

**Once You Have Set up an Instagram Account for Your School, Please Remember the Following:**
- Publicize your new Instagram account, so that your school can gain followers.
- When selecting other Instagram accounts to follow, please choose wisely.
  - Chances are good that some of the businesses and organizations in your community are already on Instagram. Follow their accounts, and in return they will likely follow yours. This is a great way to circulate your school's brand in the community.
  - Follow RCSS (@randolphcoschoolsystem) and other schools in our district, and they will likely follow you in return.
  - As long as the email address attached to your school's Instagram account is an RCSS email address (which is required), the school account is allowed to have current students as followers on Instagram, and is allowed to follow current students. RCSS employees should not use their *personal* Instagram accounts (accounts set up with a personal email address or phone number) to follow, or be followed by, current students.
- Important: Whenever your school posts a photo on Instagram, please allow comments only from those you follow. You do NOT want to allow comments from everyone who follows you. To do this, when setting up the account, go to "Comments" and select "Allow Comments from People You Follow."
  - Another option, if you don't want to allow comments AT ALL: After you have uploaded a photo (but before sharing it), click on "Advanced Settings" and enable "Turn Off Commenting."
- Make sure that you have parental permissions on file for any student who is identifiable in a photo or video posted by your school on your Page. The RCSS System Photo, Video, and Schoolwork Release Form will be sent home with students on the first day of school.
- Post photos to your account regularly. If the account is dormant, your school will not be able to build a following.

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**Twitter for Schools and School Groups**

Twitter has 126 million daily active users, generates 340 million tweets a day, and handles over 1.6 billion search queries a day. Here are some benefits to schools using Twitter:
- Share up-to-the-minute photos, news, and announcements
- Engage your community
- Broaden your school's reach
- Stay on top of trending topics, both locally and globally
- Easily find content from similar schools and districts like yours for content inspiration
- Respond to questions from community members
- Have the ability to pin the most important tweet/post to the top of your profile's feed

**How to Set Up a Twitter Account for Your School**
- Begin by following the SMAR process described at the beginning of this document.
- Go to twitter.com and click "Sign Up."
- You will be given the option of using a phone number or email address to set up the account. Use the RCSS email address of the school's "account/page administrator" (as indicated on the school's

SMAR form) to set up the account. Do not use a phone number or personal email address to set up the account.

- The school's Twitter account login information (the account administrator's email address, along with the password he/she used to set up the account) must be shared with the RCSS public information officer, the school's principal, and one other staff member (approved by the principal) at the school. Either the school's principal or second staff member must serve as a back-up administrator on the school's Twitter account.

**Once You Have Set Up a Twitter Account for Your School, Please Remember the Following:**
- Publicize your new Twitter account, so that your account can gain followers.
- Make sure that you have photo releases on file for any student who is identifiable in a photo posted by your school.
- Post to your account regularly. If the account is dormant, your school will not be able to build a following.
- Reply as quickly as possible to any pertinent questions you receive on your Twitter feed, but do not feel obligated to respond to all comments.
- When selecting other Twitter accounts to follow, please choose wisely.
    - Chances are good that some of the businesses and organizations in your community are already on Twitter. Follow their accounts, and in return they will likely follow yours. This is a great way to circulate your school's brand in the community.
    - Follow RCSS (@RandCoSchools) and other schools in our district, and they will likely follow you in return.
    - As long as the email address attached to your school's Twitter account is an RCSS email address (which is required), the school account is allowed to have current students as followers on Twitter, and is allowed to follow current students. RCSS employees should not use their *personal* Twitter accounts (accounts set up with a personal email address or phone number) to follow, or be followed by, current students.