

SOCIAL MEDIA DO'S AND DON'TS

What do you want your posts to say about your school? Your photos and videos paint a picture of what is happening at your school. Help share your school's story with families, staff and community members by following this guide.



DO:

- Post AT LEAST once a day!
- The main photos on your page should be of **happy, smiling students and staff** in a classroom, around the school building or on a trip.
- Take and post pictures or videos of events happening and student activities.
- Edit your photos to make them brighter and clearer.
- Take live videos.
- Turn your school events into Facebook events!
- Schedule out your posts in advance using the scheduling feature.
- Along with **#EveryoneThrivesHere**, use your schools hashtag in the caption.



DON'T:

- Post blurry pictures.
- Post a photo without any words to go with it.
- Get random photos from Google image.
- Repost the same picture multiple times.
- Only post about popcorn sales, jeans days or board meetings



60% PHOTOS & LIVE VIDEOS



20% EVENTS



20% CURATED CONTENT

BEFORE YOU POST:

Make sure no one else has posted the same thing yet.

AFTER YOU POST:

Engage with your audience.
Are people liking the post?
Are people commenting?
Respond and engage with them.

RESOURCES:

Editing: Use your camera app to edit your photos and make them brighter and more vibrant.

Choice Marketing Team: Ask the marketing team if you need images made for your events and posts.

School Facebook Resources: charterschools.org/school-facebook-resources