



2021-22 SOCIAL MEDIA

A Guide For The Tupelo Public School District



One of the most effective tools in relaying your message and engaging in conversation within and outside our district is social media.

Since its inception, social media has evolved into an ideal avenue that allows users to interact with people all over the world, while at the same time allowing you to target a specific audience.

Want to showcase a classroom initiative or promote an award or a teacher's good deeds? There's Twitter. Prefer to let pictures or video do the talking? Try Instagram. How about a little of both? Turn to Facebook.

The key is not being afraid to use it. Have fun with social media. Be creative and allow your audience to see the inner workings of your school. But also, be responsible.

Note, it's okay to think twice before hitting "send" with each message. If you have any doubts or concerns, a great rule of thumb is to pass your idea along to someone you trust for input. Or even better, try to follow the Grandmother/Pastor philosophy — if you don't want your grandmother or pastor to see it, then DON'T hit send.

Now, let's get started . . .

Each school should have a designated and trusted person responsible for social media. If you prefer to have two, that's okay as well.

First and foremost, have a social media plan. You should tweet every day Monday-Friday. There's always something worthy to post.

You can always schedule a time to tweet a picture of a teacher interacting with students or doing something funny. Same goes for students and administration.

A point of caution, however, is to make sure aren't placed on the **non-publicity list**, which each school has.

SOCIAL MEDIA

A Guide For The #TPSD



KEYS TO TWEETING

Remember, don't tweet to tweet. Have a purpose. The quickest way to lose followers is to consistently tweet content with no purpose. Twitter is one of the best ways to promote schools, activities and personnel. Take advantage by putting out content your followers find interesting, which quickly leads to engagement, and that's the end goal.

The do's . . .

- ☐ Use complete sentences. We are in the education business, and we're judged more than anyone else.
- ☐ Make every effort to include a picture or a link. Research, new and old, shows tweets with pics or links grab attention, and people aren't as likely to look over them. Cute kid pics never disappoint.
- ☐ When using pictures or doing video, it's best to use horizontal images rather than vertical.
- ☐ Share success stories.
- ☐ Space tweets out. Tweeting more than twice every three minutes isn't recommended. When you flood timelines, people become less interested.
- ☐ Be prepared to tweet. If you go days without tweeting, followers won't be inclined to look to see what's unfolding. They'll likely begin to overlook your tweets. Tweet at least once a day.
- ☐ If you provide a link, make sure it's not a broken link. When a link is provided, followers expect the link to work.
- ☐ If you mention another twitter account, make sure it's the correct account. It's not a good look to mention another account and have it misspelled or be the wrong account.
- ☐ **Always** use the #TPSD hashtag. If your school has its own hashtag, feel free to use that as well. But avoid using more than two hashtags.
- ☐ The official hashtag for athletics is #FloodWarning. Only the sanctioned varsity and middle school teams should use that hashtag. It's not meant for club sports.
- ☐ Retweet things you like from other schools, districts or news organizations. When retweeting, be sure to provide at least one sentence and use the #TPSD hashtag.
- ☐ If you make a mistake of any kind, you can always delete. But note, it still could be permanent.

**“Social Media is a conversation.
Social Media is customer service.
Social Media is advertising.
Social Media is connectedness.”**
— Sara Beth Rosa, Marketing Strategist



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The do nots . . .

- ☐ Never tweet a picture or video without explanation. Why put something out that confuses people.
- ☐ Tweeting more than 15 times a day loses its effectiveness. In other words, don't wear out your welcome and lose followers.
- ☐ Avoid late-night tweeting and Facebook posts. Your audience will likely miss it. Suggested best times are 8 a.m., 11 a.m. and 2 p.m.
- ☐ If you have strong opinions, the Twitter/Facebook world doesn't need to know them. It's about our schools and district, not your thoughts on COVID-19 and certainly NOT politics.
- ☐ Do not get political. It's a battle you won't win, and we aren't in the political endorsement business.
- ☐ If you won't tweet something yourself, then don't retweet it or like it. That's an endorsement.
- ☐ It's best to avoid pictures of people in bathing suits, especially kids. Remember the environment we live in today.
- ☐ No profanity, either by tweet or retweet.
- ☐ Avoid controversial topics. There's nothing to gain. NOTHING!
- ☐ Out-of-focus pictures and shaky videos are a no-no.
- ☐ Do not incite violence.
- ☐ Keep your personal information on your private account.
- ☐ When tweeting or using Facebook from your private account, don't forget you are an employee of the Tupelo Public School District. **Don't tweet something that could cost you your job.** Use good judgement.

REMEMBER, PROTECT OUR BRAND!

TPSD SOCIAL MEDIA CORE VALUES

1. We want to be **transparent** with social media engagement, but TPSD doesn't at all condone manipulating facts designed to mislead followers and control the conversation.
2. **Protection** of privacy is key. Always be conscientious regarding any personal information and using pictures from students who checked the "do not publicize" mark on their registration.
3. **Respect** copyrights, trademarks, rights of publicity and other third-party rights in the online social media space.
4. Always be **responsible** and don't align TPSD with any organization or website that deploys the use of excessive tracking software, adware, malware or spyware.
5. **Utilization** of best practices ensure our principles remain current while showcasing appropriate standards of behavior.

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EXPECTATIONS

- ☐ **Adhere to the code of ethics and other applicable policies.** All TPSD employees are subject to the Code of ethics in every public setting, including all social media practices.
- ☐ **Be responsible for your actions.** Anything you post that can potentially tarnish the reputation of TPSD is ultimately your responsibility. Exercise sound judgment and common sense.
- ☐ **Be a “scout” for compliments and criticism.** Even if you’re not the designated social media contact, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about TPSD you feel are important, consider sharing them with the communications office.
- ☐ **Let the subject matter experts respond to negative posts.** If you come across something that’s negative or disparaging about TPSD or see third parties trying to spark negative conversations, pass it along to both your principal and the communications office.
- ☐ **Be conscious when mixing your business and personal lives.** It’s very likely your personal and business personas will intersect. TPSD respects free speech rights, but remember parents, customers, colleagues and supervisors often have access to the online content you post. Keep this in mind and understand it’s not just friends and family who see your social media posts. More importantly, never disclose non-public information about TPSD, and be aware taking public positions online that are counter to the interests of TPSD might cause conflict.

BE MINDFUL THAT YOU ARE REPRESENTING TPSD!

KEY TWITTER ACCOUNTS TO FOLLOW

- | | | |
|--------------------|------------------|------------------|
| • @CareerTech_TPSD | • @Lawndale_TPSD | • @ThomasStTPSD |
| • @CarverTPSD | • @MilamRipples | • @THSGoldenWave |
| • @eectupelo | • @ParkwayTPSD | • @TupeloHigh |
| • @JoynerTPSD | • @PierceStTPSD | • @TupeloMiddle |
| • @LawhonTPSD | • @RankinTPSD | • @TupeloSchools |

NOTE: If you have any questions or concerns, always feel free to reach out to Gregg Ellis or any staff member in the Marketing and Communications office.