

Lincoln County School District Social Media Branding and Use Guidelines

Managing and moderation of social media is part of the responsibilities of the Communication Specialist, however, the image of LCSD on social media is shared by all who interact or post on behalf of the school district including, administrators, board members, parents, teachers, staff, students and so forth. This guideline is shared to impart an understanding and discussion around the use of social media platforms within the District.

Consideration in shaping the messaging from LCSD on social media keeps these factors in mind:

What is posted or shared on social media is one tool that can be used to facilitate a culture that helps to promote education, community, equity, diversity, inclusion, opportunities, and/or support for families of Lincoln County. Every Child, Every Day, Future Ready. College and Career readiness. Think: What is our culture? What is our message?

Must adhere to the Family Educational Rights and Privacy Act and School Board policies.

Stay away from controversy (politics, religion, sexuality, etc.)

Content should be uplifting, informative, supportive in general, but it is also of significant value in helping to get the LCSD voice out to the community. For example, in times of urgent issues like inclement weather closures, during campaigns such as ODE's Every Day Matters, and it is a useful and inexpensive way to encourage active community engagement through comments, likes, and shares among students, parents/guardians, and vested community members.

Types of posts:

Native: LCSD creates the content at the District level and shares a new or native post. Strive for dual language.

Cross-posted:

- Shared from within the District. A school creates a native post and this is shared with the District page to promote awareness of and pride in what is happening in our schools throughout District.
- Shared as part of the Materials Distribution Process.
- Shared from community partners or as something that is of benefit to the youth and/or families of Lincoln County School District.
- Shared stories that appear in media that are positive in nature about our schools.

What platforms do we use and how do we moderate content?

Social media use is, at this time, primarily on Facebook, Twitter, and Instagram.

Rules of Engagement are included on every page. Communication Specialist also moderates all LCSD affiliated sites that are created by LCSD in partnership with the school administrators. School administrators are the primary moderators of their school-branded sites.

When rules are not followed, contributors may be blocked and comments hidden. It is not recommended to delete comments due to the preservation of public records.

Comments that seem to be complaints are best addressed by sending a private message to the person or commenting with a direct contact at LCSD for follow-up. Thank contributors for feedback.