



social media Getting Started

With the rapid growth and application of social media, it is imperative that school leaders become comfortable using social media either as part of their job, or in a personal capacity, and are equipped to make the best possible use of social media engagement. ACSA is proud of its membership and recognizes the capacity of social networks to inform all members and potential members about the great work education leaders are doing in California.

This document is designed to help those new to social platforms get started building their professional accounts.

Twitter:

PROFILE PIC:

400 x 400 px JPEG

All profile pictures should be professional and properly sized. For a school/district account, use the logo.

HEADER PHOTO:

1500 x 500 px JPEG

This should reflect your district's employees, schools, or most recent events.

HANDLE:

All Twitter handles should specify the school or district name. Roman numerals should not be used. If an additional name is to be used, such as in the case of a school account and a co-existing account for a specific office or department, an underscore should be used.

For example: @ACSA or @ACSA_Region1

HOWTO CHANGE AN EXISTING TWITTER HANDLE:

1. Log in to Twitter.com and visit your account settings pages from the gearwheel dropdown menu in the top right corner.
2. On your account settings page, change the username listed in your username field.
3. If the username is taken, you'll be prompted to choose another one.
4. Click Save changes at the bottom of the page.

NOTE: Changing your username will not affect your existing followers, direct messages, or @replies. Your followers will simply see a new username next to your profile photo when you update.

HASHTAGS AND TAGGING:

A Twitter hashtag ties the conversations of different users together to make them easy to search by clicking on the hashtag. Any other post with the same hashtag will also appear in one searchable file.

ProTip: The @ sign tags an individual and is visible to those who follow that individual. To tweet only to an individual, begin the tweet with their handle. To tweet to an individual and make it visible to the feed, place a period in front of the @ sign.

BIO:

Include contact information, location, and hours.

Facebook:

PROFILE PIC:

180 x 180 px JPEG

All profile pictures should be properly sized and professional. For a school/district employee account use the logo. The school or district itself should also set up a business Facebook page which operates differently.

COVER PHOTO:

851 x 315 px JPEG

Should reflect your district or school's employees, schools, or most recent events.

HASHTAGS AND TAGGING:

The @ sign tags an individual and is visible to those who know that individual. FB's hashtags are tags used to categorize conversations between users and allow you to search for a specific hashtag from your search bar just like on Twitter.

Like on Twitter, a Facebook hashtag ties the conversations of different users into one stream that helps your conversation to be searchable. But unlike Twitter most people's Facebook accounts are private. This means that even if individuals are using hashtags, they aren't searchable.

PUBLIC VS. PRIVATE POSTS:

To make a Facebook post public, click on the button to the right of "Post" and choose "Public" from the dropdown menu. If you make a post private, others cannot share that post.

BIO:

Include contact info and a brief professional bio.

IFYOU NEED HELP OR HAVE QUESTIONS:

Basics: <http://www.facebook.com/help/basics>

Page Management: <http://www.facebook.com/help/pages>

Home Page and News Feed: <http://www.facebook.com/help/newsfeed>

Tagging: <http://www.facebook.com/help/tagging>

Events: <http://www.facebook.com/help/events>

Timeline: <http://www.facebook.com/help/timeline>

RETWEETS AND FACEBOOK SHARES:

Retweets and Facebook link shares how we can use social media to widely disseminate information about an organization, projects and advocacy issues and establish a link to a networking source. Do not copy and paste information into your own format as this breaks the link. Feel free to add commentary where appropriate and to engage with those that share or like the content.

SETTING UP A BUSINESS PAGE:

You must first have a professional "personal" page to set up a Facebook Business page.

From your page, click the "Pages" header and click "Create A Page".

Click Get Started and you will be walked through a series of steps to get your basic page up and running.

Choose who will administrate the page and set up roles under settings.

Follow the same steps above to add header and profile art.

Add contact information and submit verification to verify the page.

Have Questions? Contact Darcy Totten at dtotten@acsa.org for help.

