



This toolkit is a one-stop-shop for all questions regarding social media as a marketing tool in schools. The toolkit will help you navigate the Do's and Don'ts of social media and will guide you through the process of setting up accounts as well as tips to maximize efficiency when using social media. Included in this toolkit are tip sheets, sample posts, templates, School Board policy information, guidelines and much more. We hope you will find this information beneficial and use it a reference guide for how to successfully market your school through social media.



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Introduction to Social Media

- Social media is internet-based applications such as Facebook, Twitter, Instagram, etc., that turn communication into interactive dialogue among users
- Social media platforms allow users to have conversations, share information, and create web content

Why Use Social Media?

- Education is in an unprecedented era of choice and competition with private and charter schools
- Our funding is based on the number of students enrolled in our schools
- Parents and students must now be treated as customers/clients
- Traditional school principals and their team need to know how to attract and keep students
- Billions of people around the world use social media to:
 - promote a message quickly & inexpensively to a large audience
 - post relevant & interesting content
 - expand reach and elevate a brand (your school)
 - build awareness
 - act as a motivational tool
- It is FREE!



Importance of Social Media



- Develop mutually beneficial relationships
- Build a network of supporters that can act as ambassadors
- Engage in two-way communication with stakeholders
- Gain customer feedback (students, parents, and community)
- Increase communication and impact

Promoting Your School on Social Media

- You are doing a great job, so tell people about it by promoting your school throughout the community
- Traditional school budgets are limited for outreach efforts, so creative strategies, realistic goals, target audiences and timelines are important
- Determine what makes your school special or different
- Highlight impressive statistics, awards and programs
 - graduation rate
 - school performance grade
 - magnet programs
 - Five Star School Award

Social Media Networks

- Decide what social network is right for your school
- Most popular networks are Facebook, Twitter, YouTube and Instagram
- Focusing your efforts on a relatively small number of social media networks will likely provide the best results
- Understand the demographics and reach of the sites

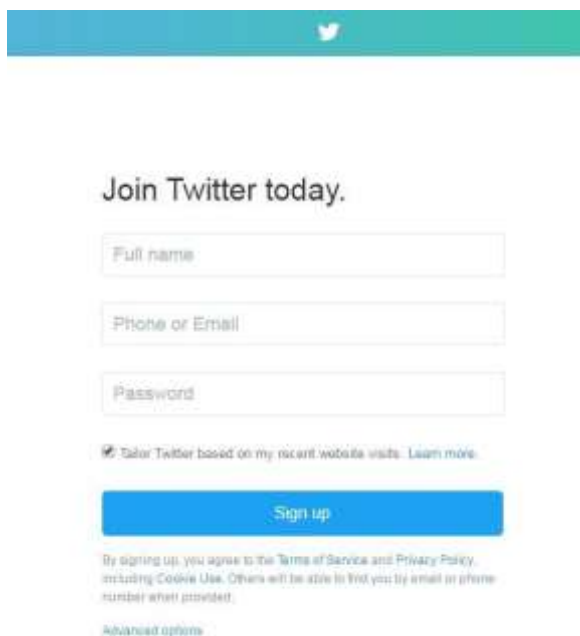


Know Your Audience(s)

- Tailor your social media strategies to target specific audiences
- With limited funds and time, it is best to focus on potential customers, especially when recruiting new students.
 - Feeder schools
 - Child care centers
 - Local businesses
 - Community organizations



Establishing Your School's Social Media Presence - Twitter



- Go to <https://twitter.com/signup> to create an account
- To register the account, please use your school's assigned e-mail address (example: prXXXX@dadeschools.net)
- Choose a recognizable and short twitter username (handle)
- Your username is the name your followers use when sending @replies, mentions, and direct messages
- Customize your profile with profile photo and header photo
- Update your bio and settings
- Make sure that the account name is the school name and not your name
- If you used your name when creating the account, you can change this in account settings

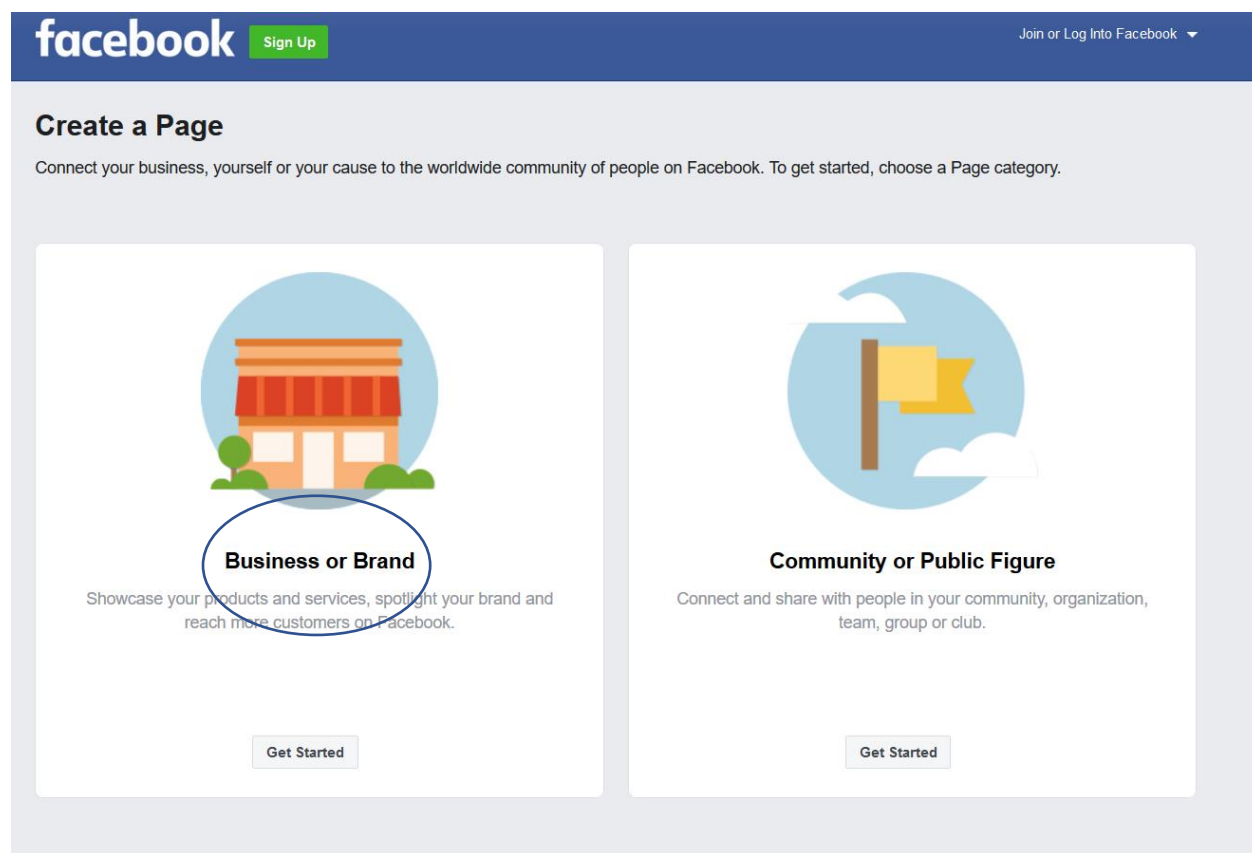
Twitter Terminology

- Following: If you are following an account on Twitter, that account's updates will appear in your Home tab and that account has the ability to send you Direct Messages
- Followers: Accounts that are following your account receive your tweets and your tweets will appear in that account's home timeline
- Retweet: Sharing another account's Tweet with your followers
- Quote Tweet: Adding comments to a Tweet you are Retweeting
- Mention: A tweet that contains an account's username, e.g. @MDCPS
- Replies: A response to a tweet that begins with the username of the account you are replying to
- Hashtag: Words preceded by the # symbol
- Pinned Tweet: A tweet that is kept at the top of your profile page
- Direct Messages: Private conversations between accounts

For a step-by-step guide to setting up a Twitter account for your school, please refer to the Social Media Tips for Twitter document located in the Appendix.



Establishing Your School's Social Media Presence - Facebook



Facebook Pages

- Pages are for brands, businesses & organizations
- Create & manage a page from a personal account
- Recruit followers and fill page with content that is relevant
- Promote your school's activities, accomplishments, and upcoming events
- Post a content, including photos, videos (ADA-compliant), quotes, and links

Creating a Facebook Page for Your School

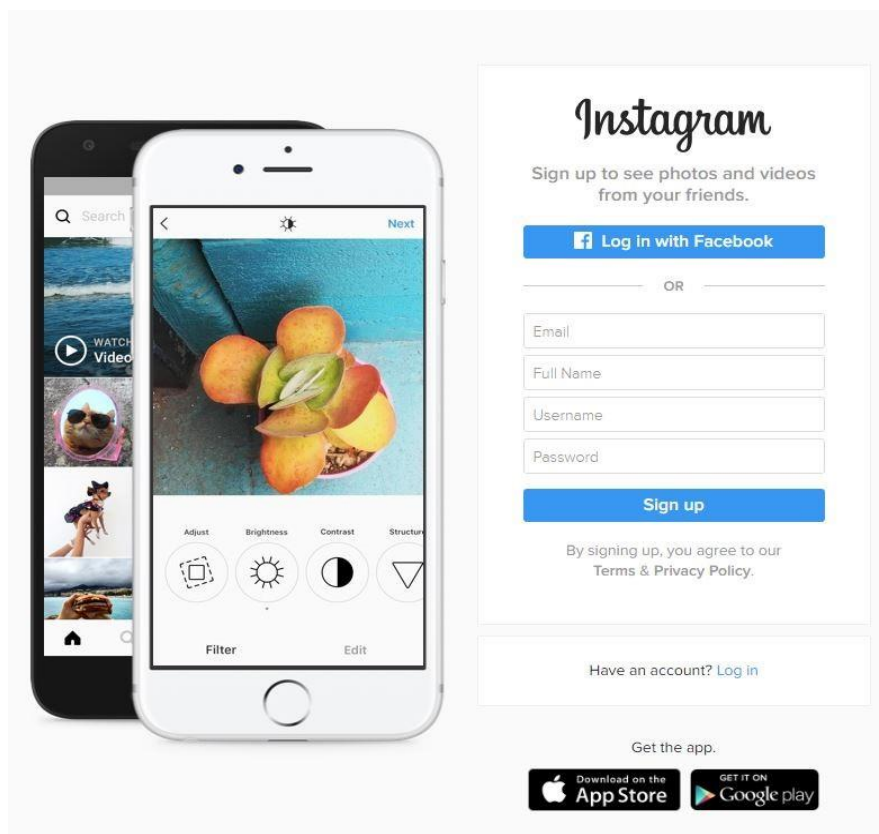
- Go to [Facebook.com/pages/create](https://facebook.com/pages/create)
- To register the account, please use your school's assigned e-mail address (example: prXXXX@dadeschools.net)
- Choose page category (e.g. education)
- Click "Get Started" and follow step-by-step instructions
- Choose a username for your page, e.g., www.facebook.com/miamischools
- Add a profile picture and cover photo
- Fill in basic page information

Facebook Page Settings

- Choose who can post on your timeline
- Proactively moderate content posted on your page
- Block words
- Profanity filter
- Comments
- Privacy settings
- Ban people who post spam on your page

For a step-by-step guide to setting up a Facebook page for your school, please refer to the Social Media Tips for Facebook document located in the Appendix.

Establishing Your School's Social Media Presence - Instagram

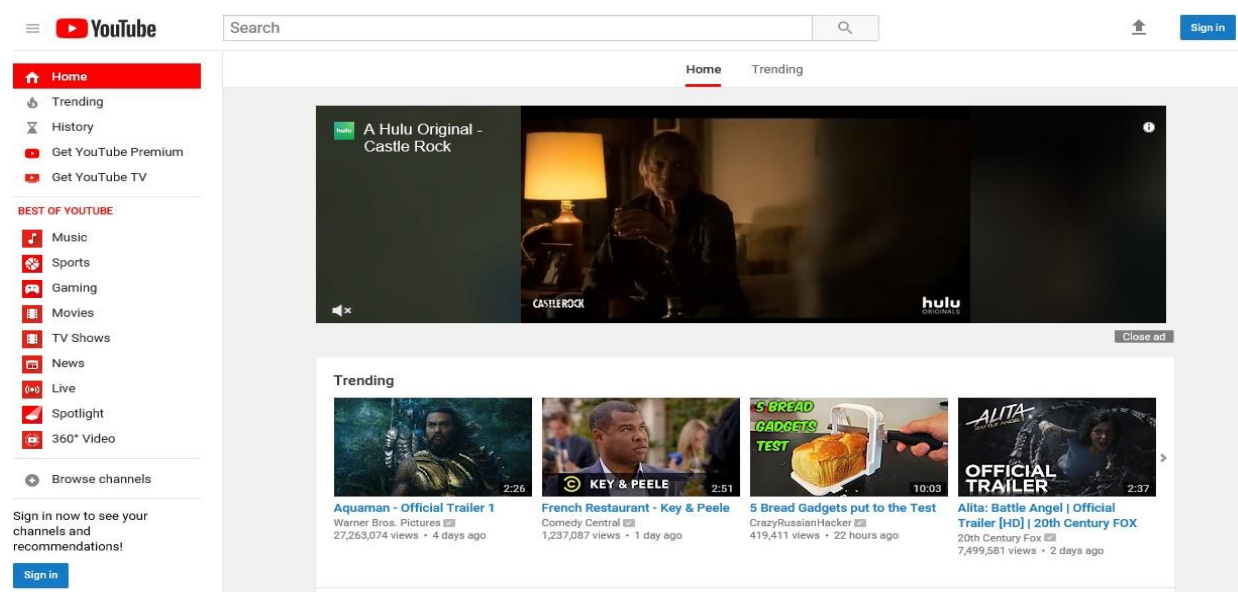


Using Instagram to Promote Your School

- You can open an Instagram account for your school by either using your mobile device and downloading the Instagram app, or by creating an account using a computer
- Instagram only allows you to share photos and videos (ADA-compliant) using the mobile app
- Update your profile information with your school's information
- To register the account, please use your school's assigned e-mail address (example: prXXXX@dadeschools.net)
- Start using Instagram by taking a photo or uploading up to 10 existing photos
- You can add a caption, crop, straighten, add filters, or rotate your photos
- Instagram also allows you to record or post a video (ADA-compliant) that is up to 60 seconds in duration
- Once you upload or take a photo or video, you can add the location where the photo was taken and tag people in the photo
- To mention someone on Instagram, use their Instagram handle (e.g., @miamischools)

For a step-by-step guide to setting up an Instagram account for your school, please refer to the Social Media Tips for Instagram document located in the Appendix.

Establishing Your School's Social Media Presence – YouTube



Creating a YouTube Channel for Your School

- Go to YouTube.com and click 'sign in' in the top right corner of the page.
- Log in using the Google Account that you would like your channel to be associated with. You may need to create a Google email account for your school.
- In the top right corner of the screen, click on the profile icon and click on the 'settings' tab.
- Under your settings, you will see the options to 'Create a channel'.
- Next, you will have the option to create a personal channel or create a channel using a business name. Please select 'Use a business or other name' option.
- Name your channel and click on create. Congratulations! You just created your school's YouTube Channel.
- Go to your profile and click on 'Customize channel'. Upload channel art (same as Facebook cover photo), channel icon (profile image).
- Click on the 'About' section and add a channel description, location, website link.

For a step-by-step guide to setting up a YouTube account for your school, please refer to the YouTube Tip Sheet document located in the Appendix.

Automatically Caption Videos through YouTube

Here's how you can review automatic captions and make changes, if needed:

- Go to your Video Manager by clicking your account in the top right > Youtube Studio > Channel Dashboard > Videos.
- Select the video you want to add captions or subtitles to, click the More Options button next to the Basic button.
- Select Subtitles and CC.
- If automatic captions are available, you'll see Language (Automatic) in the "Published" section to the right of the video.
- Review automatic captions and use the instructions to edit or remove any parts that haven't been properly transcribed.

Please refer to the Captioning YouTube Videos document located in the Appendix.

Tips for Effective Engagement on Social Media

- A picture/video is worth a thousand words
- Offer value
- Protecting student privacy & information is key
- Promote social networks on school websites, newsletters, flyers, school meetings, open houses, community events, email signature, etc.
- Double check spelling and links before you post
- Connect networks (e.g., Twitter to Facebook, Instagram to Facebook, and vice versa) to save time

Hashtags

- Hashtags (#) group together similarly themed tweets
- Hashtags can be used on Twitter, Facebook, and Instagram
- Below are several hashtags that M-DCPS uses to promote events and District initiatives:

- #iChooseMDCPS
- #iAttendMDCPS
- #ValuesMatterMiami
- #MDCPSTeachersRock
- #GOBProgress
- #BeyondThePromise
- #SeeSomethingSaySomething
- #MDCPSGrad
- #MDCPSBizOpps
- #MDCPSPostsPositive
- #MDCPSGivesThanks
- #YourChoiceMiami
- #iNsideLook
- #TeacherTuesday
- #SafetyFirstMDCPS
- #MDCPSMSRedesign
- #MDCPSWellness
- #MDCPSFutureReady
- #ArtsInOurSchools
- #DigitalCitizenship
- #MDCPSConnects
- #MondayMotivation
- #TechnologyThursday
- #ThrowbackThursday
- #AcceleratingExcellence2020
- #MDCPSReopening



You can also create your own hashtag that is specific to your school. Some options are including your school name or mascot, e.g.,
 #NoPlaceLikeHolmes,
 #CudaNation, #BullPride

Sample Social Media Posts Using Hashtags



Sharing Great News & Stories on Social Media

- Principals are a school's best promoter
- Districts want to be able to share a school's great news/stories on social media
- Timeliness is important...posting photos a week after event does have the same impact
- Try to post photos the day of event
- Important to get photo releases back at the beginning of the school year
- Make sure you know which students cannot be photographed and that you have a signed media release parental consent form

Please refer to the Media Release Parental Consent Form document located in the Appendix.

Gaining Followers/Supporters



- Athletes, musicians, celebrities, and organizations visit schools
- The following high-profile individuals/organizations have visited Miami-Dade schools:
 - Miami HEAT – 4.6 million followers
 - Miami Dolphins – 1M followers
 - Camila Cabello – 11.5 million followers
 - Gloria Estefan – 546K followers



Promoting Events

- Achievements
- Milestones
- Storybook Parades
- Holidays
- Teacher Appreciation Week
- Monthly Observations



I shared I would keep you posted on our nomination for Best Trailer from the Golden Earth Film Award. Excited to share, we won. The Middle Child: Finding My Voice Through Dance, w/ students from @CCMSChiefs Dept. of Dance & Film, & the @BHEHornets dance program. @docdn83 @MDCPS



W. R. Thomas MS
@WRTTIGERS

Engineering students receive their 1st place Awards in Drafting with Autodesk Inventor. 🖨️. CONGRATULATIONS! 🎉 #wrthomasmiddleschool #wearetigers 🐅 #beelite #reignsupreme



Highlighting Activities

- Do not limit posts to holidays and major events – share the little things that set your school apart
 - Students planting in school garden
 - Relay races, physical activity
 - Eating healthy meals
 - Working on mobile devices
- This is your chance to give parents a window into the school day
- Build your network of supporters, people who believe in your school



Gulfstream ES
@GulfstreamES

Following

Our garden continues to thrive! @MiamiSup
@MDCPSSouth @FairchdChallnge
#livingclassroom



Southside Preparatory Academy
@southsideowls

😊🏃 "Whoo" knew we had so many speedy Owls 🦉 in the #Superintendents5K? We had a second celebration with a drawing for a drone and cool ice cream for these young athletes. 🍦🚁
#FitnessMotivation



Showcasing Employees/Staff

- Make your staff feel important and give kudos to your school's employees
- Just as you are building your network of supporters that includes parents, you also need to make sure that that network includes staff
- Highlight your school's teacher of the year and veteran employees
- Cafeteria worker serving lunch or custodian cleaning the hallways
- "Just one of the many people who take care of your children at school"



HialeahGardensMiddle
@hgmsjaguars

Wishing our dear Ms. Dingle, @hgmsjaguars founding Cafeteia Manager, all the joy and happiness that a happy retirement can bring after 30 years of service for @MDCPS Food and Nutrition. @hgmsjaguars already miss you ❤️💙💚💜 @MDCPSNorth



Karina Moncada
@kmoncada_

I cannot even begin to put into words what this group of students means to me. I will miss you all and I wish you all the best! I know you will accomplish great things in life and I cannot wait to hear/see how you change the world! Love always, Mrs. Moncada



Howard D. McMillan MS @HDMcMillan · Jun 3

Congrats to our amazing 8th grade panthers! We will miss you tremendously, but we can't wait to hear about your next chapter! #andAsAlwaysGoPanthers



Rallying Supporters

- Highlight parents who volunteer at schools
- “We couldn’t do it without the parents who volunteer to make this school great”
- Highlight PTA -in tough times, the PTA will come out and support schools
- Build a team of supporters in and around your school – teachers, students, parents, employees
- Recognize good work, sense of pride in school will grow



Thank you to this amazing team for preparing breakfast and lunch to our students! @MDCPS @MDCPSouth @MDCPS_Food



Family S.T.E.M Night fun!! So much building, experimenting, and creating! Our little scientist and engineers had a blast!! @MiamiSup @MDCPS @MDCPSouth



Social Media Tips & Increasing Engagement

- Tagging is important so that you can make sure that a person/organization that you are mentioning in your post sees that post
- If you are thanking the Miami Heat for supporting your school, if the tweet reads “Thank you Miami Heat for providing backpacks for our students,” the Miami Heat is not going to receive a notification that they were mentioned in your post
- If an organization does not know they are being mentioned, they are not going to retweet your post, increasing your engagement and reach
- Your post thanking the Miami Heat should read “Thank you @MiamiHeat for providing backpacks for our students”



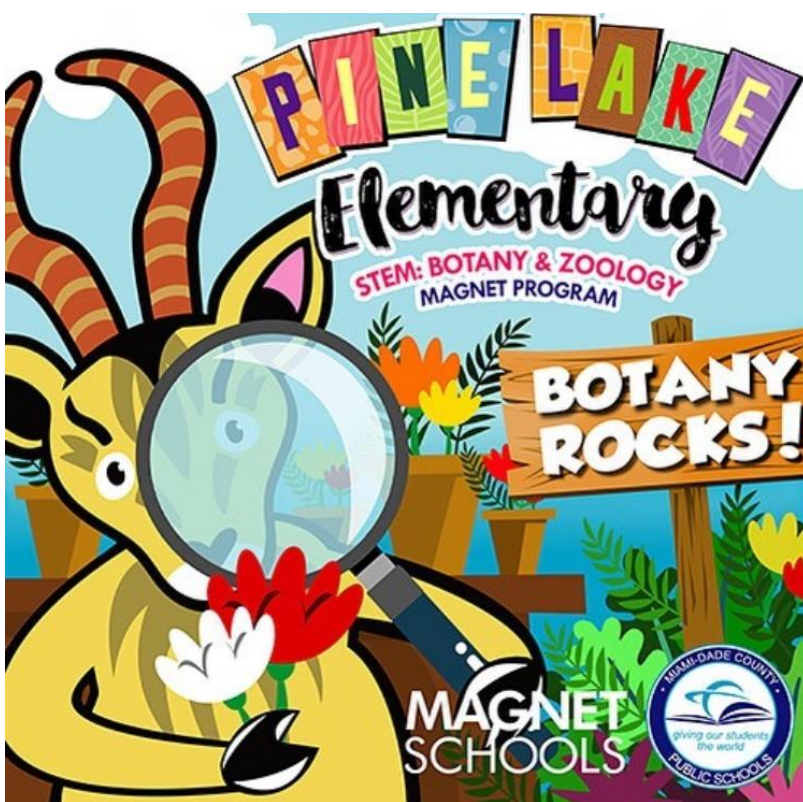
If you need to tag multiple accounts in a tweet, there is a way to ensure that you will have enough characters to relay your message and tag the accounts

- Twitter gives you the option of tagging a photo with up to 10 accounts
- The accounts that you tagged will receive the same notification regardless of if you tag them in the photo or include their handle in the text of the tweet
- Some accounts cannot be tagged in photos due permissions they have set



- You can also tag organizations when posting to Facebook

- In your post, use the @ sign and begin typing the name of the organization
- If the organization has a Facebook page, the name will turn blue and the organization will be tagged in your post
- Facebook is different than Twitter in that it uses analytics to determine what posts are displayed on people's timelines
- This is why it is important that your Facebook posts are engaging
- Research has shown that posts that include photos and videos receive higher levels of engagement
- Add a button on your school's website that takes people to your Facebook account so they can "Like" your page
- When posting on Instagram, you can also tag organizations, use hashtags, and add a location to your photo
- Instagram is all about catching the perfect moment and sharing it.



Time Management & Monitoring Social Media

- TweetDeck gives the Twitter experience more flexibility by letting you view multiple timelines in one easy interface. Manage multiple Twitter accounts, schedule Tweets for posting in the future, build Tweet collections and more
- Use Tweetdeck to monitor your tweets and mentions and preschedule tweets
- Sign in with your school's Twitter account at tweetdeck.twitter.com to get started

Please refer to the Tweetdeck Tip Sheet document located in the Appendix.

Best Practices

- It is important to monitor social media to know what is being said about your school
- Follow your school accounts:
 - Athletics
 - Clubs
 - Classes
- School accounts need to be managed by an adult
- Follow administrators and educators at your school

ADA Compliance

- In 2010, the Department of Justice published the Americans with Disabilities Act (ADA) Standards for Accessible Design.
- As a public entity that provides educational services and programs, we have a responsibility to ensure digital content is accessible to all citizens, including people with disabilities.
- It is estimated that 20 percent of the population has a disability. As more organizations use social media as a communications tool, it is imperative that all posts such as videos, are accessible to people with disabilities.
- Tips for Creating Accessible Posts:
 - Always spell out the first instance of an acronym and add the acronym, in parentheses after (e.g. Miami-Dade County Public Schools (M-DCPS)).
 - Add captions to photos to ensure that individuals understand what is going on in the picture.
 - Videos posted to Facebook should be uploaded to a YouTube Channel to allow for closed captioning. The link to the YouTube video should be included as a status update, rather than uploading the video directly to Facebook or Twitter.
 - Since Instagram does not allow images and videos to have alternative text, a detailed caption should explain the image.
 - YouTube has a feature that will automatically caption videos less than 10 minutes in length. To increase accuracy of the YouTube translation, videos should feature clear-spoken words and minimal background noise.
 - YouTube's automatic captioning can sometimes be inaccurate. After uploading your video, go into the settings to edit the captions. The other option is to prepare an accurate transcript and upload it to YouTube.

Please refer to the ADA Resources document located in the Appendix.

Negative Social Media Posts & Crisis Prevention

- Unfortunately, there will be instances when negative things are posted about your school
- It is important to verify the authenticity of the posts, especially when related to food or cleanliness of the school
- Use monitoring social media tools such as Tweetdeck so you can be made aware of the posts as quickly as possible
- If you see a negative post about your school, there are several steps you can take to try and mitigate the situation:
 - Contact Region
 - Contact District's Office of Communications (OOC)
 - Reach out to parents
 - Reach out to student body
 - Post announcement on social media
 - Develop SchoolMessenger message (if there is a threatening situation)
- The OOC is available to provide assistance to schools throughout this process
- The OOC also monitors social media and will bring negative posts to your attention for appropriate action at the school level
- It is important be aware of negative posts as often times, media outlets will also be tagged in the posts



gabbz

@gabby1223x

Follow

Good afternoon @MiamiSup

This is what [redacted] students were served for lunch today. It is not overstating to say that we are being deprived of sufficient food quality and quantity. This has become a regular thing for the last couple of weeks.



Lil Steph

@lilsteph

Follow

Fake or not my little sisters friend posted this on they're snapchat. This is not [redacted] funny.



District Social Media Policies

- School Board Policy 7540: Student Network & Internet Acceptable Use
 - Establishes District standard for Responsible & Acceptable Use of the Network
 - Covers all computer resources (hardware, software, e-mail, Internet and any online use)
 - Limits Network as a “tool for learning”
 - Applies Code of Student Conduct
 - Delineates Prohibited Uses
 - Stipulates that use of District Network is a privilege
- Prohibitions
 - Transmission of obscene material
 - Policy follows State Law definition of obscenity (§ 847.001) & Miller Test:
 - Whether “the average person, applying contemporary community standards”, would find that the work, taken as a whole, appeals to the prurient interest;
 - Whether the work depicts or describes, in a patently offensive way, sexual conduct or excretory function, specifically defined by applicable state law; and
 - Whether the work, taken as a whole, lacks serious literary, artistic, political, or scientific value.
 - Political Activities (Campaigning & Solicitation)
 - Commercial Advertising
- Network Etiquette
 - No abusive or offensive language
 - No illegal activity or which violates Code of Student Conduct
 - No Threats (Cyberbullying)
 - No discriminatory language
 - No “Friending” Students; Beware of “Likes”
- Student Discipline
 - Inappropriate Material (Obscenity; Threats; Bullying)
 - Apply *Code of Student Conduct*
 - Off-Campus Activity: Students may be disciplined if the “Conduct by the student, in class or out of it, which for any reason... *materially disrupts* classwork or involves *substantial disorder* or invasion of the rights of others...” Such conduct “is, of course, not immunized by the constitutional guarantee of freedom of speech.” *Tinker v. Des Moines Independent Community School Dist.* U393 U.S. 503 (1969).

The District has developed a Social Media Official Use Procedures and Regulations for official use of social media by schools. Please refer to the Appendix for a copy of this document.

Cyber Threats to Schools

- Miami-Dade Schools Police Department (M-DSPD) takes every threat seriously and thoroughly investigates each one to determine their validity and to identify the perpetrator.
- A written threat to kill or harm is a felony that will not be tolerated. Perpetrators will be prosecuted to the full extent of the law.

Digital Citizenship







- Students will be provided with strategies and resources that will allow them to utilize technology for mastery of academic content and make them aware of, and responsible for, their digital footprint
- Schools will be provided with resources and guidance on how to join the movement of Common Sense Digital Citizenship Certified Schools and redefine the way students interact with technology
- Top Ten Tips for Social Media provides tips on how to protect your online reputation
- Top Ten Tips should be shared with students, parents, and employees at your school, and posted to your school's social media account
- OOC is continuously providing trainings and support for schools and administrators
- OOC holds a Student Social Media Journalism Forum each year that focuses on how social media is used by television, radio, print, and internet journalists and encourages students to use social media responsibly
- Information regarding the Student Social Media Journalism Forum is communicated via Weekly Briefings
- The District also formed a Student Social Media Advisory Council consisting of students from senior high schools who meet several times a year to discuss ways of communicating about social media responsibility with their peers
- The District holds a student contest to promote the responsible use of social media among students
- Information about the #DigitalCitizenship contest is communicated via Weekly Briefings

Please refer to the Appendix for a copy of the Top Ten Tips for Social Media.

Troubleshooting

- *What can I do if I forgot my login password?*
 - Twitter: If you've forgotten your password, you can request a temporary login code via email or SMS text message (if you have a verified phone number on your account). The option to send yourself the login code appears on the login screen after you've entered an incorrect password (currently only available on iOS devices). Once you receive the login code, you can use it to log in (instead of your password). Please note: the login code is temporary and is not reusable.
 - How to send yourself a password reset via email:
 - From the sign in page on either twitter.com, mobile.twitter.com, or the Twitter app (Android or iOS), select the Forgot password? Link
 - Enter your email address, phone number, or Twitter username.
 - Choose the email address you where you want to receive the password reset email.
 - Check your email inbox. Twitter will immediately send a message to your account's email address.
 - Click the reset link in that email.
 - Choose a new password.

- Facebook: You may be able to get back into your Facebook account by answering a security question, using an alternate email address listed on your account or getting help from friends. Keep in mind that you'll only see these options if you set them up.
 - To see if you have these options:
 - Go to the Facebook login page and click Forgot your password? or Can't login? in the top right.
 - Fill out the form to identify your account.
 - Select I forgot my password on the next page if prompted.
 - Look at the list of email addresses listed on your account. If you don't have access to any of these, click No longer have access to these?
 - Follow the instructions provided to answer your security question or get help from friends, if you see these options, or contact your email service provider.
- Instagram: If you can't remember your password, you can reset it through your email address or your Facebook account. To reset your password, first tap Forgot? next to Password on the log in screen.
 - To reset through your email address, tap Username or Email, enter your username or the email address you used to create your account and tap search. Choose Send a Password Reset Email.
 - To reset through Facebook, tap Reset using Facebook. You may be asked to log into Facebook. You can then enter a new password for the Instagram account that was most recently linked to your Facebook account.
- *There is a comment of a questionable nature. Should I delete it, respond to it, or ignore it?*
 - If the comment is blatantly offensive or derogatory (e.g. using profanity, racial slurs, hate speech, etc.) DELETE it.
 - If the comment is a question (about policy, an event, etc.), always answer the question accurately and in a timely fashion. Even if the question is negative or accusatory, respond with thoughtfulness and respect, and only respond to the aspects of the question for which you can provide additional insight and information.
 - If the question merits a complex, detailed response and/or may not be ideal for posting publicly, ask the commenter if you may contact them via email or some other means, and work to develop a personalized response.
 - If you are certain you can answer the question accurately, go ahead and answer it. Always provide a link to an additional resource, such as theDadeschools.net website or fact sheet, that validates your response.
 - If you cannot answer the question yourself, you have options:
 - Consult a subject matter expert. Send the question to an expert in the region offices or the District and ask for their assistance developing a response. If you do not receive a response within a few hours, reply and let the commenter know that you will get back to them soon.
 - Call the M-DCPS Office of Communications Social Media team for assistance at (305) 995-2632.

- *Can followers post on my social media pages?*
 - Twitter: You are the only person that can post on your Twitter page. However, users have the ability to re-tweet, comment and like your posts.
 - Facebook: You'll need to be an admin to control what visitors can post on your Page. If you allow visitors to publish on your Page, their posts can appear in the Visitor Posts section on the right side of your Page. If you allow photo and video posts, posts by others can also appear in the Photos and Videos sections of your Page.
 - To allow or disable posts by other people:
 - Click Settings at the top of your Page.
 - Click Visitor Posts.
 - Select Allow visitors to the Page to publish posts or Disable posts by other people on the Page. If you allow visitors to publish posts, you can choose to:
 - Allow photo and video posts
 - Review posts by other people before they're published to the Page
 - Click Save Changes.
 - Instagram: You are the only person that can post on your Instagram page. However, users have the ability to re-post, comment and like your posts.
 - *Can I block or ban a follower that has been posting spam or is being offensive on my page?*
 - Twitter: Block is a feature that helps you control how you interact with other accounts on Twitter. This feature helps users in restricting specific accounts from contacting them, seeing their Tweets, and following them.
 - To block a Twitter account
 - Blocking from a tweet: From a Tweet, click the more icon  at the bottom of the Tweet. Click Block.
 - Blocking from a profile: Go to the profile page of the account you wish to block. Click the gear icon  on their profile page. Select Block from the menu. Click Block to confirm.
 - Facebook: There are several ways to ban a person or another Page from your Page.
 - From the people who like your Page: Click Settings at the top of your Page. Click People and Other Pages in the left column. Click  next to the person or Page you want to ban and select Ban From Page. Click Confirm
 - From a comment on a Page post: Hover over a comment by the person or Page you want to ban and click . Click Hide Comment. Click Ban [Name]
 - Instagram:
 - To block someone: Tap their username to open their profile. Tap  (iPhone/iPad) or  (Android). Tap Block User.

- *What can I do if I find a fake account about my page?*
 - Twitter:
 - To report an account: Go to the account profile and click or tap the gear icon ⚙ (on web and iOS), or tap the overflow icon ⋮ (on Android). Select Report. Select They're being abusive or harmful. Next, Twitter will ask you to provide additional information about the issue you're reporting. Once you've submitted your report, Twitter will provide recommendations for additional actions you can take to improve your Twitter experience.
 - Facebook:
 - If you have a Facebook account and want to report someone that's pretending to be you or someone you know: Go to the profile of the fake account. Click ... on the cover photo and select Report. Follow the on-screen instructions to file a report.
 - Instagram: If you're using Instagram on the web (e.g., on a computer or web browser) and you see something that isn't following our Community Guidelines, you can either report the account of the person who posted it or report the post.
 - To report someone's account, go to their profile and click ... next to their username. Select Report user. Then click the type of account you want to report and follow the on-screen instructions.
 - To report a post, click ... below the post. Then click Report inappropriate and follow the on-screen instructions.
 - To report an account within the app: Tap ... (iOS) or ⋮ (Android) in the top right of the profile. Tap Report. Follow the on-screen instructions
- *Are students allowed to follow my social media accounts?*
 - The minimum age to open an account of Facebook, Twitter and Instagram is 13. If you are being followed by a student that doesn't meet the age requirement, please notify their parents and share some of the risks that kids run into when using social media under the required age: sexual predators, cyberbullying, revealing too much information, private information in photos, inappropriate content

Sustaining Your Social Media Efforts

- Keep social media momentum going all year long, before and after the registration period
- Think of new ideas to promote your programs to the community
- Get your message out all year with involvement from your PTA, student groups, faculty meetings, and links to your website via area businesses

Photography Tips

- Great photography can help boost your social media reach and engagement
- Below are few tips to keep in mind when taking photos to post to your school's social media accounts:
 - Before taking a photo, make sure that the camera lens is clean and free of fingerprints/debris
 - If possible, try not take photos with the sun behind the subject ○ If the sun or a bright light is behind the subject, you might need to use flash to compensate for shadows
 - Try to get as close as possible to your subject when taking photos ○ It is better to crop an image after it has been taken rather than zoom in to the subject
 - Take multiple shots so that you have a few options to choose from ○ If taking photos using your phone, make use of your phone's editing tools

Contact Us & Stay Connected

- Please provide your school's Twitter & Instagram handles (e.g. @BHEHornets) and Facebook page name (e.g. www.facebook.com/miamischools) via email to ooc@dadeschools.net. If you have recently updated your school's social media handles, please send us the updated information via email.
- If you need assistance in setting up social media accounts for your school or have any question relating to social media, please contact Ruben Gomez, Social Media Strategist, at 305-995-2632 or via email at rgomez@dadeschools.net



Setting Up a Twitter Account



Twitter is an information network made up of 280-character messages called Tweets.

1. Go to **http://twitter.com** and find the sign-up box, or go directly to <https://twitter.com/signup>
2. Sign up for Twitter by entering your **full name**, **email address** and a **password**.
 - An email address can only be associated with one Twitter account at a time.
 - To register the account, please use your school's assigned e-mail address (example: prXXXX@dadeschools.net)
 - The email address you use is not publicly visible to others on Twitter.
 - Twitter will use the email you enter to confirm your new Twitter account.
3. Click **Sign up for Twitter**.
4. In order to verify your phone number, Twitter will send you a SMS text message with a code. Enter the verification code in the box provided.
5. Choose your **username**. Your username is the name your followers use when sending @replies, mentions, and direct messages.
 - Use your school name as your username if it is available. Must be fewer than 15 characters.
 - Keep your username as short as possible, while still making sense. Tweets are 280 characters maximum, including spaces and punctuation.
 - Your username will also form the URL of your Twitter profile page.
 - You can change your username in your account settings at any time, as long as the new username is not already in use.
6. **Double-check** your name, email address, password, and username.
7. Click **Create my account**.
8. Twitter will send a **confirmation email** to the email address you entered. Click the link in that email to confirm your email address and account.
9. Build your timeline by **following** others.
 - Following means you'll get that user's Tweets on your Twitter home timeline.
 - Suggestions: @MDCPS, @MiamiSup, other schools, your school's Board Member, your school's Dade partner, etc.
 - When you find accounts you want to follow, click the "**Follow**" button to the right of the name. You can "**Unfollow**" accounts at any time
10. Twitter will ask you to find people you know using your email account. You can skip this step if you want to.
11. Customize your profile by clicking on the "**Edit Profile**" button. You can add a:
 - **Profile picture** - school logo or school mascot are good options (dimensions are 400 x 400 pixels)
 - **Header photo** (recommended dimensions are 1500 x 1500 pixels)
 - **Bio** - a short description (160 characters or less) and website address
 - Photos can be in any of the following formats: JPG, GIF, or PNG.

TIPS & TERMS:

- Not sure how to start tweeting? Begin by **retweeting** and **replying** to Tweets by others.
- Replies to others aren't private and will be seen by anyone who follows you & the person you are replying to.
- Use **Direct Messages** to have private conversations with people you follow who also follow you.
- **Mention** other users by using their Twitter username (preceded by the @ sign) in your Tweets.
- **Liking** a Tweet is commonly used to show appreciation for a Tweet.
- A **hashtag** is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.
- The best way to gain followers on Twitter is to regularly engage and contribute in a meaningful way.
- Include images or videos in your Tweets.
- Promote your social networks. Add a button on your school's website that takes people to your Twitter account so they can follow you.
- You might want to connect your Twitter account to your Facebook account, or vice versa



1. **Tweet** - A Tweet is a message posted on Twitter, consisting of 280 characters or less. It can contain text, photos, links and videos. Whenever you include any of these things they will be counted as a link and automatically take up to 22 characters.
2. **Reply** - Click 'reply' to respond to a Tweet.
3. **Retweet** - A Retweet is where you choose to take a Tweet from someone else and Tweet it to your own followers. You can either do this directly with the Retweet button or you can add your own message and include the letters "RT" ahead of the content that you are Retweeting.
4. **Likes** - Likes are represented by a small heart. They are commonly used to show appreciation for a Tweet.
5. **Tweet Activity** - Use Tweet activity to learn more about your Tweets and how they resonate with your audience.
6. **Hashtag** - Use hashtags to organize conversations and make it easier to find all content related to a given topic. Click on a hashtag to go directly to the search results for that term.
7. **Mention** - Bring a Tweet to another person's attention by including their @username in your message. You could use it to ask someone a question, to thank them or simply to highlight a piece of content.



1. **@username** - Your @username, also known as your **handle**, is your unique identifier on Twitter.
2. **Profile photo** - Choose a photo that visually represents your school and fits well in a small space. This image isn't just on your profile page; it will be shown as the icon in every Tweet you post.
3. **Bio** - Tell people why your school is unique and why they should follow you.
4. **URL** - Include your school's website address.
5. **Header image** - Get extra creative with your header and showcase your school.
6. **Pinned Tweet** - Use this feature to get maximum exposure at the top of your profile timeline for your best Tweets. Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page."

Setting Up a Facebook Page



Facebook Pages help businesses, organizations and brands share their stories and connect with people. People **Like** Pages they are interested in to get updates about their activity.

1. You can create and manage a **Page** from your personal account. It is recommended that you create a separate personal account using your school's email address (example: prXXXX@dadeschools.net) to create the school's page.
2. Go to **facebook.com/pages/create** and select the category for your school (i.e., Education, School) 3. To add information to your Page:
 - Click **Settings** at the top of your Page
 - Click **Page Info** in the left column
 - Click the sections you want to edit and add your info
 - Click **Save Changes**
4. To add or change your Page's **profile picture**:
 - Go to your Page
 - Hover over your profile picture and click the camera
 - Select an option and follow the on-screen instructions.
 - Page profile pictures are square and display at 160x160 pixels on your Page. The photo you upload must be at least 180x180 pixels.
 - School logo or school mascot are good options
5. To add a **cover photo**:
 - Go to your Page
 - Click **Add a Cover** or hover over your current cover photo and click **Change Cover**
 - Choose to upload a photo from your computer or if you've already added photos to your Page, you can choose from your Page's photos
 - After choosing a photo, click the photo and drag it up or down to reposition it
 - Click **Save Changes**
 - Cover photos are 851 pixels wide and 315 pixels tall.
6. To change the order of sections on the left side of your timeline:
 - Hover over the top of any section and click the pencil.
 - Select **Manage Sections**
 - In the window that appears, click and drag a section to move it. Click **Save**.
7. To choose whether other people can post on your Page's Timeline:
 - Click **Settings** at the top of your Page
 - Click **Posting Ability**
 - Select the option you want for your page. Click **Save Changes**.
8. Proactively moderate content posted on your page by:
 - **Blocking** certain words from appearing on your Page by clicking **Page Moderation** in the Settings menu and typing in the words you want to block.
 - Turn on your page's **Profanity Filter** and set it to **Strong**. This is also done through the Settings menu.
9. People can send **private messages** to your Facebook page. You can choose to hide/unhide this option in the Settings menu.
10. To delete **negative comments** that people may write on your page:
 - Hover over the comment. Click the **x** that appears to hide the comment. Click **delete**.
11. To like a Page as your Page:
 - 1) Go to the Page you want to like
 - 2) Hover over *** More below the Page's cover photo
 - 3) Select Like as Your Page
 - 4) Select a Page and click Save

12. Your **Page Insights** can help you identify which of your posts are the most successful. It is recommended that you go to your Page Insights to see which posts get the most likes, comments and shares.
13. To get a username for your page:
 - Go to **facebook.com/username**
 - Select your Page from the dropdown menu
 - Enter your desired username and click **Check Availability**
 - If the username you want is available, click **Confirm**. If the username you want is already taken, you'll need to pick a different one
 - After you set your username, you can only change it once.
14. Page templates

Page templates have default tabs and buttons designed for different kinds of Pages (example: a Restaurants & Cafe template for restaurant Pages). You can change your Page template at any time.

To change your Page's template:

 - Click **Settings** at the top of your Page
 - Click **Edit Page** in the left column
 - Below Templates, click **Edit**
 - Click **View Details** next to the template you want
 - Review the new buttons and tabs for your Page and click **Apply Template**
 - Click **OK**
15. To prevent people from adding ratings and reviews to your Page:
 - Click **Settings** at the top of your Page
 - Click **Edit Page** in the left column
 - Click **Settings** next to **Reviews**
 - Click to select **Off**
 - Click **Save**


TIPS:

- Best way to gain followers is to regularly engage and contribute in a meaningful way. Be authentic, be unique in what you post, and offer value.
- Include images or videos in your posts.
- Protecting student privacy and information is important.
- Keep the conversations focused on education and parental involvement.
- Best way to have your posts show in News Feed is to post things you think your audience will like, comment on, or share with their friends. Use your Page Insights to learn more about the types of posts that your audience is most interested in.
- Promote your social networks. Add a Facebook button on your school's website that takes people to your page so they can "Like" it.
- Connect your Facebook account to your Twitter account, or vice versa
- Identifying the purpose of your post will help you build posts that deliver the desired results. Are you trying to push a certain program? Increase student enrollment? Encourage website views? Improve trust?
- Decide who your target audience is before you design your post. It may affect the image & the way you write the post. How old are they, what kinds of things are they interested in? School activities? School sports?
- Stick to what's important. People scroll through Facebook quickly. Try to get the good stuff in before the text is truncated. Ask for the specific action you want. Join our program. Call for more info. Visit our website, etc.
- Pick an interesting subject and focus on the things about your school that make it stand out. The people. The environment. The programs. Pick an image that will grab your audience's attention.
- Shoot for quality. Avoid three things: low resolution (which leads to pixilation), blurry photos and clip art.
- You can take great photos on your smartphone. Take the time to set up your shot. Try using a photo app that offers filters. Apps take an average photo and make it feel more professional. In addition, apps can add consistency across all of your posts. Try Instagram, VSCO Cam, SnapSpeed or Mextures.

Setting Up an Instagram Account






Instagram helps businesses, organizations and brands share their stories and connect with people.

To start using Instagram from your phone:





- Download the Instagram app. 2. Once the app is installed, tap  to open it. 3. Tap **Sign Up**, then enter your school's email address (example: prXXXX@dadeschools.net) and tap **Next** 4. If you register with email, create a username and password, fill out your profile info. **Double-check** your name, email address, password, and username and then tap **Done**.

Navigate the App

Log In Screen

- The log in screen lets you create a new account or log into an existing account. You can also recover your password by tapping **Log In** and then **Forgot?** Keep in mind that when logging into an existing account you must use the username and password for the account.
- Profile shows your bio and Instagram posts. It's also where you can edit your profile info and adjust your Account Settings. Get to your profile by tapping .
-  Camera allows you to take photos with the Instagram camera or share photos from your phone's library.
- On  Search & Explore you can find photos, videos and people that you might like as well as hashtags and places that are trending in the Instagram community.
-  Home shows a feed of photos posted by you and your friends. You can like and comment on photos in your feed.
-  Activity displays likes and comments on your own posts, and lets you see the photos and videos that your friends are liking and commenting on.



How do I take or upload a photo?

To take a photo or upload one from your phone or tablet's photo library, first tap  at the bottom of the screen. To take a new photo, tap **Photo** at the bottom of the screen, then tap . To switch between front and rear facing cameras, tap . To adjust the flash, tap . You can also record a video.

To upload a photo from your phone's library, tap **Library** at the bottom of the screen and select the photo you'd like to share.

Once you've taken or uploaded a photo, you can add effects or filters, a caption and your location before sharing.

Adding multiple pictures to your post:

1. Tap the upload button. .
2. Tap  **SELECT MULTIPLE** to upload multiple photos and videos.
3. Tap the photos or videos you would like to add to your post.
4. Select your filter for your gallery of photos. Keep in mind that you can't change the filter on every image or video – they all stay the same.
5. Tap **Next** in the upper right corner when you're happy with how your photos or videos look.
6. Write your caption for your photo gallery and add your location. You can tap the photo gallery to tag whoever is in the photos.
7. Tap **Share** when you're happy with your Instagram gallery and it will appear in your feed!

How do I add a caption before sharing my photo or video?

After you take or choose a photo or video and add any effects or filters you want, you can add a caption. Tap where it says Write a caption.... Add your caption and tap OK. Then tap Share to upload your post.


How do I add, edit or delete the caption of an existing post?



You can add a caption to a photo or video you've already shared, or edit or delete the caption you originally included. To add, edit or delete a caption:

Tap  (iPhone) or  (Android) above your photo or video. Tap **Edit**. Edit, delete or add a caption, then tap **Done**.

When you tap  below a post, the word Edited will appear above captions that have been edited.

How to record or upload a video?









- To record a video or upload one from your phone or tablet's library, first tap  at the bottom of the screen.

- To record a video, tap **Video** at the bottom of the screen. Tap and hold  to start recording, and lift your finger to stop. Tap  to switch between front and rear-facing cameras. You can also record multiple video clips.
- To upload a video from your phone or tablet's library, tap **Library** at the bottom of the screen and select the video you'd like to share. Keep in mind that the maximum video length is 60 seconds.
- Once you've recorded or uploaded a video, you can add a filter, a caption and your location before sharing.


Tagging People in Your Photos To tag people in your photo as you're sharing it: 1. Tap **Tag People** from the Share screen. 2. Tap on someone in the photo. 3. Start entering their name or username and select them from the dropdown menu. If you don't see the person you're looking for, tap **Search for a person**.

Instagram Stories

Your story is a way of sharing photos and videos with your followers that disappear after 24 hours. To share a photo or video to your story:

1. Tap  in the top left of your screen or swipe right from anywhere in Feed.
2. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. You can also:
 - a. Tap **Boomerang** at the bottom of the screen, then tap the circle to take a burst of photos that loops forward and backward.
 - b. Swipe left then tap Hands-Free at the bottom of the screen to take a video without having to tap and hold.
3. Tap ,  or  to draw, add text or a sticker to your photo or video. Tap **Undo** to remove a drawing effect or Done to save it. To remove text or a sticker, drag and drop it on  at the bottom of the screen.
4. You can tap **Cancel** to discard your photo or video, or  **Save** to save it to your phone. When you're done, tap  **Your Story** to share to your story.

To delete a photo or video from your story:

1. Open your story
2. Tap  in the bottom right of the photo or video you'd like to delete
3. Tap **Delete** then tap to confirm

Mentions Mention other Instagrammers on a post and they'll be notified in their Activity.

To mention someone, type @ followed immediately by their username (e.g., "great photo, @shayne!"). Don't include a space between @ and the username. The person you mention will get a notification in their Activity letting them know.

Find Instagrammers to Follow

You can find people you might like to follow in Search & Explore. Tap  to go to Search & Explore.

- Scroll down to **Explore Posts** to see photos and videos that people you follow have liked or that a large number of people have liked
- Tap **Discover New People** at the top of the page to see accounts you might like, based on a variety of things, including who you follow, who you're connected to and what photos and videos you like on Instagram **TIPS:**
- Choose an account name that's easily tied to your school. Your school name works great.
- Simple is best for your profile photo. We recommend using your school's logo.
- @mention your followers, your customers, and any other user with great photos of your school.
- Feature fun photos and videos of your employees. Give a behind-the-scenes look at your school.
- The best way to gain followers is to regularly engage and contribute in a meaningful way.
- Adding hashtags to your photos is a great way to find new followers and share your photos with more people.
- An image says a thousand words. Instagram is all about catching the perfect moment and sharing it.
- Make it a habit to share one photo per day and most importantly have fun while doing it.
- Start with a clear goal and creative concept: Compelling posts on Instagram have a strong concept tied to a clear objective.
- Establish connective elements across your images and videos — like an identifiable color palette, composition or photographic style — to make your school recognizable.

Setting Up a YouTube Channel



YouTube is a video-sharing website that allows users to upload, view, rate, share, add favorites, report, comment on videos and subscribe to other user's channels.

If you don't already have a Google account set up, you'll need to create one before you get started on YouTube. To do this, simply follow the below steps:

1. Head to YouTube.com
2. Click 'Sign In'
3. Choose the option to create a Google account
4. Follow the steps to create your Google account - **Make sure the Google account is under your school's name (example: MiamiSchools@gmail.com), NOT your personal email address.**

Once you complete the above steps, you are ready to move forward and set up your school channel.

1. Go to YouTube.com and click 'sign in' in the top right corner of the page.
2. Log in using with the Google Account that you would like your channel to be associated with.
3. In the top right corner of the screen, click on the profile icon and click on the 'settings' tab.
4. Under your settings, you will see the options to 'Create a channel'.
5. Next, you will have the option to create a personal channel or create a channel using a business name. Please select 'Use a business or other name' option.
6. Name your channel and click on create. Congratulations! You just created your school's YouTube Channel.
7. Go to your profile and click on 'Customize channel'. Upload channel art (same as Facebook cover photo), channel icon (profile image).
8. Click on the 'About' section and add a channel description, location, website link.

Automatic Captioning Feature

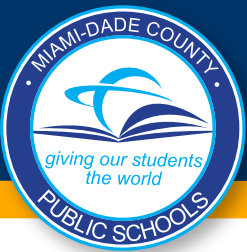
Captions are the best way to ensure content is accessible to all viewers. YouTube uses speech recognition technology to automatically create captions for your videos. If automatic captions are available, they'll automatically be published on the video. Automatic captions may not be ready at the time that you upload a video. Processing time depends on the complexity of the video's audio.

Here's how you can review automatic captions and make changes, if needed:

1. Go to your Video Manager by clicking your account in the top right > Creator Studio > Video Manager > Videos.
2. Next to the video you want to add captions or subtitles to, click the drop-down menu next to the Edit button.
3. Select Subtitles and CC.
4. If automatic captions are available, you'll see Language (Automatic) in the "Published" section to the right of the video.
5. Review automatic captions and use the instructions to edit or remove any parts that haven't been properly transcribed.

Tips for YouTube Success

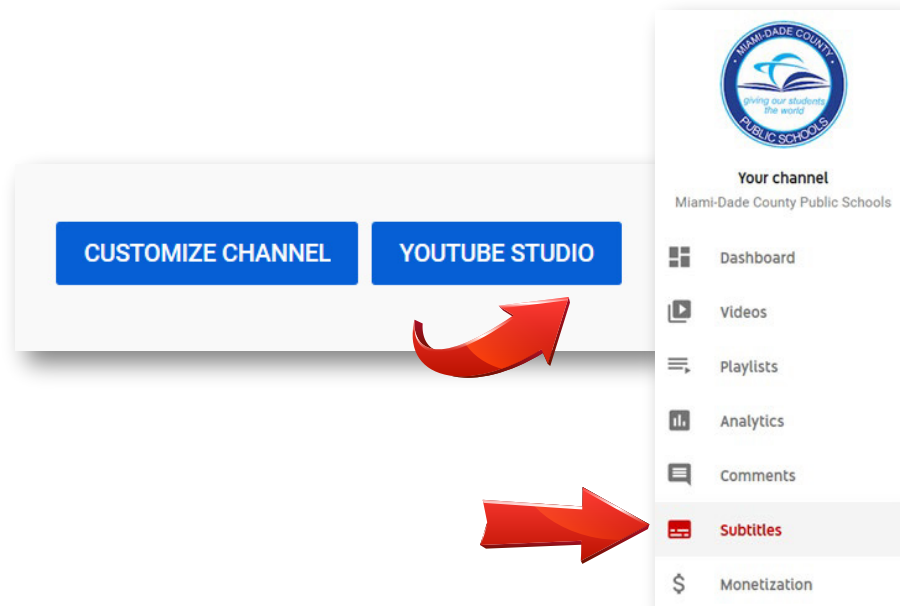
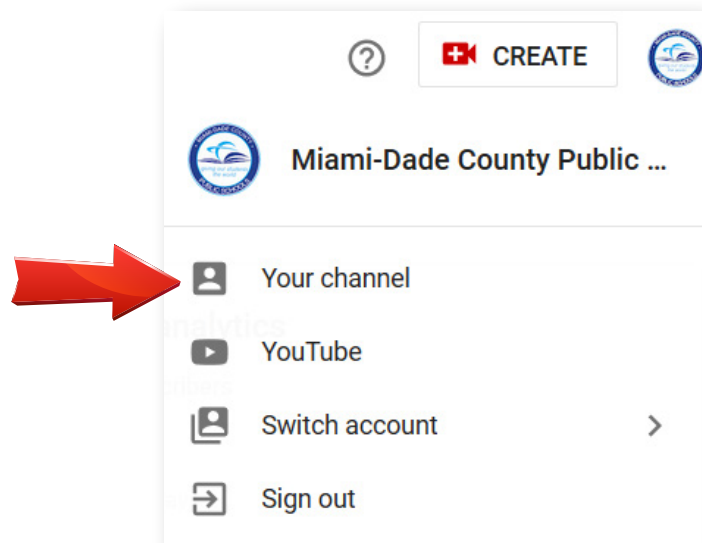
- Start with a catchy title
- Write a description that grabs the attention of your viewers
- Use appropriate tags
- Use an eye-catching thumbnail
- Upload your video in high-quality definition
- Add transcripts to your video so that search engines and people can use it
- Keep the video short and simple and add music to increase the emotional impact



CAPTIONING YouTube VIDEOS




1. Go to your YouTube channel by clicking on your logo.

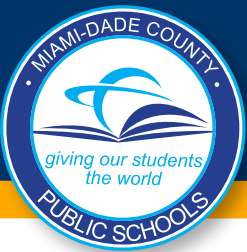
2. Click on YouTube Studio and select Subtitles option on your channel.



3. On the video that you want to edit, select Languages.
To edit subtitles, click on Published (Automatic).

4. To add subtitles, click on ADD.

Video	Languages	Modified on	Title & description	Subtitles
 Mensaje de Fin de Año del Superintendente Alberto ... Add description 2:37	1 ▾	Jun 4, 2020	—	—
 #MDCPSGrad - Special Senior Recognition Day Video You didn't just hear it from us...the #Classof2020 is one of a kind! 8:36	2 ▴	May 20, 2020	—	—
English (Automatic)				Published Automatic
Spanish (video language)				Published by Creator ADD 



CAPTIONING YouTube VIDEOS

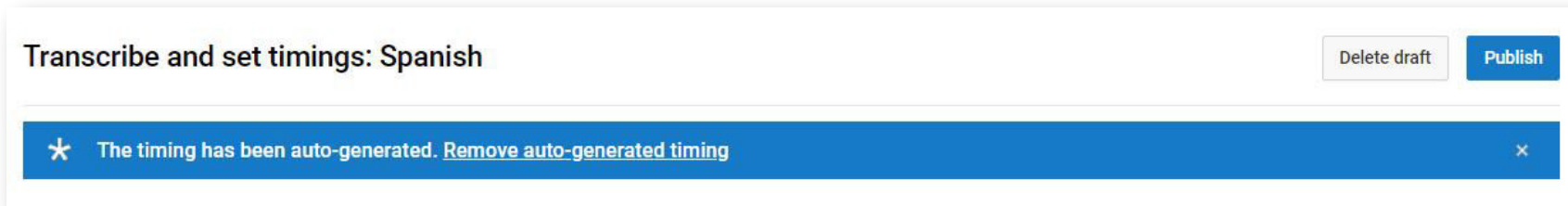
5. There are three ways to add subtitles:

1. Upload a file - Upload a text transcript or timed subtitles file.
2. Transcribe and auto-sync - Type or paste in a full transcript of the video and subtitle timings will be set automatically.
3. Create new subtitles or CC - Create subtitles and closed captions by typing them in as you watch the video.



The screenshot shows a YouTube video player with a video titled "#MDCPSGrad - Special Senior Recognition Day Video". The video content features a blue and red circular graphic with the text "CONGRATULATIONS TO THE #CLASSOF2020 @MDCPS" and the Miami-Dade County Public Schools logo. A play button is centered over the video. Below the video player, a progress bar shows "0:00 / 8:35". To the right of the video player, the "SELECT METHOD" dialog is open, asking "Choose how you want to add subtitles or closed captions to this video:". There are three options: "Upload a file", "Transcribe and auto-sync", and "Create new subtitles or CC". Each option has a question mark icon to its right.

6. Once you've completed the subtitle process, click the **PUBLISH** button on the top right. It may take a few seconds to update, but the CC feature should now appear on the published video.



The screenshot shows the YouTube subtitle editor interface. At the top, it says "Transcribe and set timings: Spanish". On the right side, there are two buttons: "Delete draft" and "Publish". A large red arrow points to the "Publish" button. Below the editor, a blue banner displays a message: "★ The timing has been auto-generated. [Remove auto-generated timing](#)".

**SAMPLE FORM**

DOWNLOAD ORIGINAL AT
FORMS.DADESCHOOLS.NET

**MIAMI-DADE COUNTY PUBLIC SCHOOLS
MEDIA RELEASE PARENTAL CONSENT FORM**

(Date)

Dear Parent:

Please be advised that during the year your child may be photographed, videotaped, or interviewed at various school sponsored events. With your consent, the photograph, video or interview may be reproduced and released for use in the media, i.e., newspapers, brochures, videos, television, the internet, and Miami-Dade County Public Schools websites and social media platforms such as Facebook, Twitter, etc.

Please indicate your preference below.

(Student's Name)

(Student's ID)

☐

Yes.

My child's photograph/video/interview **may** be reproduced and released for use in the media.

☐

No.

My child's photograph/video/interview **may not** be reproduced and released for use in the media.

(Signature)

(Date)

Return this signed form to:

CONTACT PERSON: _____

SCHOOL NAME: _____

SCHOOL TELEPHONE: _____

**SAMPLE FORM**

DOWNLOAD ORIGINAL AT
FORMS.DADESCHOOLS.NET

**ESCUELAS PÚBLICAS DEL CONDADO MIAMI-DADE
FORMULARIO DE CONSENTIMIENTO PATERNO A LOS MEDIOS DE
COMUNICACIÓN**

(Fecha)

Estimado/a padre/madre o tutor/a:

Por la presente le advertimos que durante el curso escolar, posiblemente a su niño/a se le tome una fotografía, se le haga una grabación de video o se le entreviste en diversos eventos auspiciados por la escuela. Con su consentimiento, se podrá reproducir y publicar la fotografía, vídeo o entrevista para ser entregada a los medios de comunicación, p. ej., periódicos, folletos, videos, televisión, o para su uso a través de la internet y de las páginas web de las Escuelas Públicas del Condado Miami-Dade y en plataformas de medios sociales como *Facebook*, *Twitter*, etc.

Por favor, indique su preferencia a continuación.

(Nombre del estudiante)

(Número de identificación del estudiante)

☐

Sí.

La fotografía/video/entrevista de mi hijo/hija **puede** ser reproducida y publicada para ser utilizada por los medios de comunicación.

☐

No.

La fotografía/video/entrevista de mi hijo/hija **no puede** ser reproducida ni publicada para ser utilizada por los medios de comunicación.

(Firma)

(Fecha)

Devuelva este formulario a:

PERSONA DE CONTACTO: _____

NOMBRE DE LA ESCUELA: _____

TELÉFONO DE LA ESCUELA: _____

**SAMPLE FORM**DOWNLOAD ORIGINAL AT
FORMS.DADESCHOOLS.NET**LEKÒL LETA MIAMI-DADE COUNTY
FÒM KONSANTMAN PARAN POU PIBLIKASYON NAN MEDYA**_____
(Dat)

Chè Paran:

Silvoulè n ap avize w, pandan ane a nou kapab pran foto pitit ou a, anrejistre li nan videyo, oubyen fè entèvyou avèk li nan divès evènman lekòl la ap patwone. Si ou bay konsantman ou, nou ka repwodui oubyen pibliye foto, videyo oubyen entèvyou yo nan medya tankou, jounal, bwochi, videyo, televizyon, Entènèt, ak sit Entènèt Lekòl Leta Miami-Dade County ak platfòm medya sosyal tankou Facebook, Twitter, eks.

Silvoulè chwazi preferans ou anba a.

(Non Elèv la)_____
(Nimewo Idantifikasyon Elèv la)☐

Wi.

Nou **ka** repwodui e pibliye foto/videyo/entèvyou pitit mwen an pou itilize yo nan medya.☐

Non.

Nou **pa dwe** repwodui e pibliye foto/videyo/entèvyou pitit mwen an pou itilize yo nan medya._____
(Siyati)_____
(Dat)

Siyen fòm sa a e retounen li bay:

MOUN POU W KONTAKTE: _____

NON LEKÒL LA: _____

TELEFÒN LEKÒL LA: _____

Getting started with TweetDeck



TweetDeck gives the Twitter experience more flexibility by letting you view multiple timelines in one easy interface. It includes a host of features to help advanced users get the most of Twitter: manage multiple Twitter accounts, schedule Tweets for posting in the future, build Tweet collections and more. Simply sign in with your school Twitter account at tweetdeck.twitter.com to get started.

To start using TweetDeck:

1. Go to <http://tweetdeck.twitter.com>, or open the desktop or Chrome app.
2. Sign in with your Twitter account. We recommend that you use a Twitter account that is not shared with other individuals.
3. Once you're signed in, you can connect multiple Twitter accounts to your TweetDeck account.

To connect multiple Twitter accounts in your TweetDeck:

1. Click Accounts in the navigation bar.
2. Next click Add another Twitter account.
3. Enter your Twitter credentials and then click Authorize.

Selecting a default account:

You can select which of your accounts to use as your default account. This is the account you will compose a Tweet from, like a Tweet from, and reply to Tweets with.

1. Click Accounts in the navigation bar.
2. Expand the account you wish to set as the default by clicking the down arrow.
3. Click Set as default account.
4. You're ready to use TweetDeck! Next, just add some columns.

To add a column:

1. Click Add Column in the navigation bar (look for the plus sign), which will open a menu that allows selection of several column types.
2. Select the type of column you would like to add.
3. Select the account that will populate the column; you will see the option to select an account that you have already authorized, or use the search box to search for another user's account.

Note: You can also create columns with accounts that are not authorized to your TweetDeck account. Just search for the @username in the search box.

Column filters

You can easily edit the type of Tweets you would like displayed in each of your columns. You can select from content, users, or alerts, or a combination of the three. Content filtering allows you to filter the column by a certain type of Tweet, such as Retweets, Tweets containing a specific word or phrase, or Tweets with photos. The user filter allows you to filter Tweets within a certain column written by a certain author and those they mention. The alert filter allows you to enable pop-ups or sounds for a certain column.

1. Click the triangle in the upper right corner of the column header, next to the column title.
2. Select which types of filters (content, users, or alerts) you would like applied to the column.
3. Click the triangle again to collapse the column settings.

To remove a column:

1. Click the triangle in the upper right corner of the column header, next to the column title.
2. Click the red Delete icon (looks like a trashcan).

Tweeting from multiple accounts

TweetDeck allows you to tweet from multiple accounts easily. You can even post Tweets from multiple accounts at once! To select which accounts you would like to tweet from:

1. Click on the compose Tweet button at the top of the navigation bar; the accounts you have authorized will be listed at the top (you can hover over an icon to see the username of the account).
2. Select which accounts you would like to Tweet from; you can click on all of them or only one (if the account is selected, the Twitter icon will be highlighted).

Schedule Tweets

TweetDeck allows users to schedule Tweets in advance. If you manage multiple accounts through TweetDeck, you have the option to schedule Tweets for each of them.

Here's how to schedule a Tweet:

1. Sign in to your TweetDeck account and click New Tweet.
2. Confirm that the Twitter account(s) you'd like to tweet from are selected.
3. Compose your Tweet. Include an image with the Tweet by clicking Add image.
4. Click Schedule Tweet and select the date and time you'd like the Tweet posted.
5. Click Schedule Tweet at [date/time].
6. Tip: View and edit your scheduled Tweets by adding a Scheduled column.
7. Note: You cannot use the "who's in this photo" function when scheduling on TweetDeck, so you must limit your post to 140 characters with all tagging.

View another user's timeline

You can set up a column to view the timeline that another user sees. For example, if you want to see what the @MiamiSup's timeline looks like, you can add a timeline column as usual, but instead of selecting one of your accounts, search for another user's @username in the search box on the left-hand side.

Single out a user

You can designate a column for all of a specific user's live Tweets. Just add a Tweet column and search for the user you would like to single out in the search box.

Tips:

Monitor users with TweetDeck

Use Tweetdeck to monitor what others are saying about you or others users. For example, a quick search on the mentions for @MDCPS or @Miamisup will populate every tweet these two accounts are mentioned on.

Monitor Hashtags

Create columns to monitor different hashtags. You can use these columns to help populate your Twitter account by retweeting fun and engaging posts from trending material or M-DCPS campaigns such as #MDCPSValuesMatter.

Plan ahead of time

Plan ahead of time and schedule your messages. Scheduling messages on Tweetdeck is one of the most exciting features this program offers. You can use it for the days where schools are closed such as holidays, spring recess, etc.



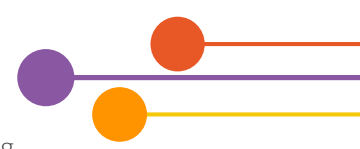
SOCIAL MEDIA ADA COMPLIANCE



WHAT IS ADA COMPLIANCE?

In 2010, the Department of Justice published the Americans with Disabilities Act (ADA) Standards for Accessible Design. As a public entity that provides educational services and programs, we have a responsibility to ensure digital content is accessible to all citizens, including people with disabilities. It is estimated that 20 percent of the population has a disability. As more organizations use social media as a communications tool, it is imperative that all posts such as videos, are accessible to people with disabilities.

TIPS FOR CREATING ACCESSIBLE POSTS ON FACEBOOK, TWITTER, & INSTAGRAM

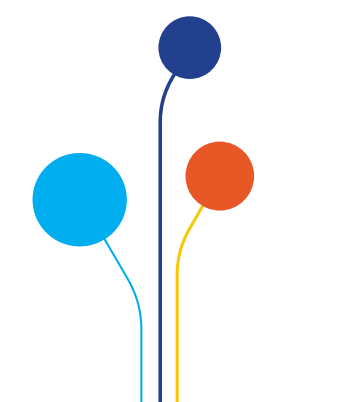
- Always spell out the first instance of an acronym and add the acronym, in parentheses after (e.g. Miami-Dade County Public Schools (M-DCPS)).
 - Add captions to photos to ensure that individuals understand what is going on in the picture.
 - Videos posted to Facebook should be uploaded to a YouTube Channel to allow for closed-captioning. The link to the YouTube video should be included as a status update, rather than uploading the video directly to Facebook or Twitter.
 - Since Instagram does not allow images and videos to have alternative text, a detailed caption should explain the image.
- 



YOUTUBE VIDEOS:

- YouTube has a feature that will automatically caption videos less than 10 minutes in length. To increase the accuracy of the YouTube translation, videos should feature clear-spoken words and minimal background noise.
- YouTube's automatic captioning can sometimes be inaccurate. After uploading your video, go into the settings to edit the captions. The other option is to prepare an accurate transcript and upload it to YouTube.

RESOURCES:

- YouTube Tip Sheet
 - <http://ncdae.org/resources/cheatsheets/youtube.php> - YouTube captioning.
 - <https://section508.gov/create/video-social> - Creating Accessible Video and Social Media.
 - <https://www.rev.com/> - PAID service to transcribe video content to text file.
- 

M-DCPS Social Media Official Use Procedures and Regulations

These procedures establish requirements for implementing The School Board of Miami-Dade County, Florida's policies for official use of social media by schools.

These procedures apply to all School Board employees acting in an official capacity on behalf of Miami-Dade County Public Schools (M-DCPS) when using social media that is accessible by the general public. These procedures do not apply to School Board employees using social media in their personal capacity on their own time. Whether in their official or personal capacity, however, employees must always comply with ethical and professional standards of conduct pursuant to School Board policies.

Purpose

The School Board encourages the use of social media technologies and platforms to promote and market District schools and to transmit important information in emergencies.

Schools are encouraged to create social media accounts to share the school's academic/sporting/extracurricular events and other accomplishments with students, parents, businesses and community members. These procedures provide rules for use of these technologies by School Board employees. The use of social media follows the same standards of practice and conduct that apply to all behavior of School Board employees.

Definition

Social media is defined as internet-based applications such as Facebook, My Space, Twitter, etc., that turn communication into interactive dialogue among users.¹

Procedures

1. A school social media account may be established by the school principal or a designee who will serve as the account manager responsible for the account. The account manager must obtain the Principal's approval to establish a social media account.
2. All accounts must be reported to opr@dadeschools.net as soon as they are opened.
3. School social media accounts may use only approved school logos, trademarks and name. Accounts must link to the M-DCPS and school's website and may not link to any other sites.
4. All accounts should include the following official policy statement in the account's description or biography: "(Account/School name) intends to educate, inform and provide updated information on initiatives, events and programs that support and promote the mission, vision and goals of Miami-Dade County Public Schools."
5. Account managers are responsible for keeping content current and accurate. Accounts that are not managed and updated on an ongoing basis will be closed.

¹ School Board Policy 7540, *Computer Technology and Networks*.

6. All posted content must adhere to currently applicable School Board policies and federal & state rules, regulations and policies.
7. No student image or other personally identifiable information may be published on any social media site without parental consent (Form 7489E should be on file).
8. Disclosure of confidential information is strictly prohibited. This includes, but is not limited to, personal student information (student names), Social Security numbers, financial information, medical records, and other confidential information related to students, employees and elected officials. No employee information shall be disclosed without the employee's consent.
9. Users of school social media sites must agree to follow the terms of use of the site, Florida and federal laws and M-DCPS regulations and policies. The account manager is responsible for removing any comments from the site that violate these requirements.
10. Account managers must utilize profanity filters and other available settings to minimize inappropriate posts. All accounts are subject to review for compliance with these procedures and guidelines at any time. District administrators may direct the account manager to change the content or close the account for non-compliance or for any other reason.

Guidelines

1. Commercial advertising is permissible only as approved by the school principal pursuant to School Board Policy 9700.01, *Advertising and Commercial Activities*. Endorsements of commercial products, services or entities are not allowed.
2. School social media accounts may not be used for political campaigning, positions or statements. Information and messages about ballot measures and other issues of District-wide importance may be posted only as directed or allowed by the Superintendent.
3. Collective bargaining and communication about union activities via school social media sites is prohibited.
4. Copyrighted materials may not be posted without the specific written consent of the copyright owner.
5. Comments and postings made via school social media should be positive, respectful, and accurate. Spelling and grammar must be correct. Topics that may be considered objectionable or inflammatory must be avoided.
6. All postings and comments published on school social media sites are public and there is no expectation of privacy.
7. It is not appropriate for disgruntled employees to air their grievances on the school's site or for the school to engage in debate on the site with parents, students or the public over school or District rules or policies. Complaints should be properly referred pursuant to Policy 9130, *Public Complaints*.

8. All employees managing and using these sites must adhere to the School Board's Code of Ethics policies, 1210, 1210.01, 3210, 3210.01, 4210, and 4210.01, and standards of conduct contained in Policies 1213, 3213, 4213 *Student Supervision and Welfare*, 7540, *Computer Technology and Networks*, 7540.05, *Staff Network and Internet Acceptable Use and Safety*. Any violations of these policies or procedures will subject the employee to discipline pursuant to School Board personnel policies and collective bargaining agreements.

Cited Sources:

- University of Florida Social Media Policy
- Social Media guidelines from IBM, Intel, Kodak, Minnetonka School District, and Brevard Public Schools.



TOP TEN TIPS:

HOW TO PROTECT YOUR ONLINE REPUTATION ON SOCIAL MEDIA



DIGITAL FOOTPRINT

Your online interactions leave a permanent trail. Anything you post online cannot be erased, even if you delete it. Colleges and recruiters, prospective employers, and parents check your social media presence.



INTELLIGENT DIALOGUE

Display your leadership skills and enhance your online credibility by engaging in meaningful conversations. If an issue or concern demands attention, it is okay to speak up in a socially responsible manner.



RELEVANT CONTENT

Be authentic and engaging. Post unique and interesting content that will add value to your social media presence.



POSITIVE NETWORKING

Use social media to stay connected with friends, family, alumni and others who share your same interests.



APPROPRIATE CONTENT

Use your common sense. If the content you are posting is defamatory, sexually explicit, illegal, vulgar, confidential or plagiarized, then it is not appropriate for social media.



HIGHLIGHT SKILLS

Showcase your unique skills and interests by sharing all the great things about yourself, such as clubs you are involved in or community service projects.



PROTECT YOUR IMAGE

Manage your digital identity. Your online activity should mirror your personality and how you want to be perceived. Do not post material that can reflect negatively on your reputation.



BE IMAGE CONSCIOUS

Do not post photos or videos that you would not want your grandma to see. Make sure you are aware of all the photos and videos you are tagged in and that they pass the same test.



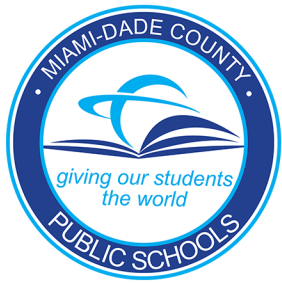
THINK BEFORE YOU POST

Do not post anything online that you would not say to someone in person or in a public place.



WORDS CAN WOUND

Say NO to cyber bullying! If you or someone you know is being bullied, report this information to the Bullying/Harrassment Anonymous Hotline at 305-995-CARE.



DIEZ IMPORTANTES CONSEJOS: SOBRE LOS MEDIOS SOCIALES CÓMO PROTEGER SU REPUTACIÓN EN LA INTERNET



RASTRO DIGITAL

Toda interacción que tenga lugar en la Internet deja un rastro permanente. Aquello que ha sido publicado en la Internet aun cuando se borre, no se puede eliminar en su totalidad. Las universidades y reclutadores, futuros empleadores y hasta sus padres le echan un vistazo a su presencia en los medios sociales.



DIÁLOGOS INTELIGENTES

Demuestre su habilidad de liderazgo y mejore su credibilidad en la Internet participando en conversaciones significativas. Si un asunto o inquietud demanda su atención, es correcto hablar pero de manera socialmente responsable.



CONTENIDO RELEVANTE

Publique contenido que sea original e interesante. Sea natural y trate de captar la atención. Publique contenido que sea meritorio para su presencia en los medios sociales.



RELACIONES POSITIVAS

Use los medios sociales para mantenerse en contacto con amigos, familiares, antiguos compañeros de escuela y otras personas que comparten sus mismos intereses.



CONTENIDO APROPIADO

Use su sentido común. Si la información que está publicando es difamatoria, sexualmente explícita, ilegal, vulgar, confidencial o es un plagio, entonces no es material apropiado para los medios sociales.



RESALTE SUS HABILIDADES

Despliegue sus habilidades e intereses únicos al compartir todas esas cosas importantes acerca de usted, como por ejemplo, los clubs en los que participa o acerca de los servicios prestados en proyectos de servicio comunitario.



PROTEJA SU IMAGEN

Sea responsable con su identidad digital. Sus actividades en la Internet deberían reflejar su personalidad y cómo usted quiere que lo perciban los demás, por lo que no debe publicar material que pueda arruinar su reputación.



ESTÉ CONSCIENTE DE SU IMAGEN

No publique fotos ni videos que usted no quiera que vea su abuelita. Asegúrese de estar al tanto de todas sus fotos y videos que hayan sido personalizados y de que pasan la misma prueba que es la de mantener su buena imagen.



MEDITE ANTES DE PUBLICAR ALGO EN LA INTERNET

No publique nada en la Internet que usted no le diría a alguien en persona o en un lugar público.



LAS PALABRAS PUEDEN HERIR

¡Dígale NO al hostigamiento por la Internet! Si usted o alguien que usted conoce está siendo intimidado, reporte esta información anónimamente a la línea telefónica de Hostigamiento/Acoso al 305-995- CARE.



DIS MEYÈ KONSÈY SOU: MEDYA SOSYAL

FASON POU PWOTEJE REPITASYON OU SOU ENTÈNÈT



ANPRENT DIJITAL

Entèraksyon ou sou Entènèt kite yon tras pèmanan. Kèlkeswa sa ou poste sou Entènèt ou pa ka retire l, menmsi ou efase li. Kolèj ak moun k ap fè rekritman, moun ki kapab ba ou travay, ak paran ou ka tcheke prezans ou sou medya sosyal.



DYALÒG ENTÈLIJAN

Montre ladrès ou kòm yon lidè e amelyore kredibilite ou sou Entènèt nan angaje w nan konvèsasyon ki fè sans. Si yon kesyon oubyen yon enkyetid mande pou w bay opinyon ou, li nòmal pou w ekspriye w nan yon fason ki sosyalman responsab.



KONTNI KI KONVNAV

Montre ou natirèl e enteresan. Poste kontni ki fè diferans e enteresan, ki ap valorize prezans ou sou medya sosyal.



REZO POZITIF

Sèvi ak medya sosyal pou rete konekte avèk zanmi, fanmi, ansyen kondisip ak lòt moun ki pataje menm enterè avèk ou.



KONTNI KI APWOPRIYE

Itilize bon sans ou. Si kontni w ap poste a denigran, twò seksyèl, ilegal, vilgè, konfidansyèl oubyen ou kopye l sou lòt moun, li pa apwopriye pou medya sosyal.



KONSANTRE SOU LADRÈS OU

Demontre ladrès ak enterè san parèy ou genyen nan pataje tout bon bagay sou ou, tankou klip oubyen pwojè sèvis kominotè ou patisipe ladan yo.



PWOTEJE IMAJ OU

Jere idantite dijital ou. Aktivite w sou Entènèt dwe reprezante pèsonalite w ak fason ou vle moun konsidere ou. Pa poste materyèl ki ka detwi repitasyon ou.



PRAN KONSYANS DE IMAJ OU

Pa poste foto oubyen videyo ou pa ta vle granmè w wè. Asire w ou konnen tout foto ak videyo ki idantifye w e asire w yo pase menm tè la.



REFLECHI AVAN W POSTE

Pa poste anyen sou Entènèt ou pa ta di yon moun an pèsòn oubyen nan yon andwa piblik.



MO KA BLESE

REFIZE fè nuizans sou Entènèt! Si ou menm oubyen yon moun ou konnen ap sibi nuizans, rapòte enfòmasyon sa a nan Liy Telefòn Anonim sou Nuizans/Arasman an nan 305-995- CARE.