Set clear guidelines and goals

Using Facebook to spread the good news about your school

> ***"Setting social media goals is a key step toward proving (and improving) the value of your social media work."***
>
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Set clear guidelines and goals for your Facebook page

Whether you are considering creating a Facebook page for your school for the first time or you are looking to boost your current reach, it is important to ensure you have clear, written guidelines in place to inform your actions. These guidelines will need to be in compliance with any other social media policies your school has in place, and should include at least the following.
(Click here for a sample)

Clarify what you hope to accomplish with the page

A Facebook page should not be used as another way to nag parents about deadlines or overwhelm them with detailed information. Your goal is to create a fun, social space where you can show off the exciting things your school does. You want to create an engaging space where parents see (and are compelled to share) all the wonderful things their child is learning and doing.

Designate someone to maintain the page

You need to assign a person to be responsible for making/managing posts 2-3 times a week for at least one school year, though ideally longer. This person will also be responsible for monitoring activity on the page. This means replying in a professional manner to any questions people may ask, replying to comments positively, and managing negative comments should they arise.

Outline what types of content you want posted

Once you have assigned someone to manage your page, you need to make it clear to them what kinds of content you expect to see. Every post should focus on building interactions with your audience. This means creating content that parents/family/friends of the school will want to "like" and "share" on their own pages. What this specific kind of content is can vary slightly from school to school,

but it is NOT posting upcoming deadlines and other information that should be in your school's newsletter.

## Decide whether or not you will allow the public to leave comments

This decision depends heavily on the amount of time the person operating your page has. If they feel they have too much going on already, and don't have time to monitor the page, simply turn off the public comments in your page settings (see instructions below). If however, you have someone who will monitor the page at least once a day, leaving comments open to the public does have some benefits. Facebook gives priority to content that garners interactions. If a post is receiving attention in the form of comments, it is more likely to show up in other people's feeds than a post that is only receiving likes. Activating public comments can help extend the reach of your content.
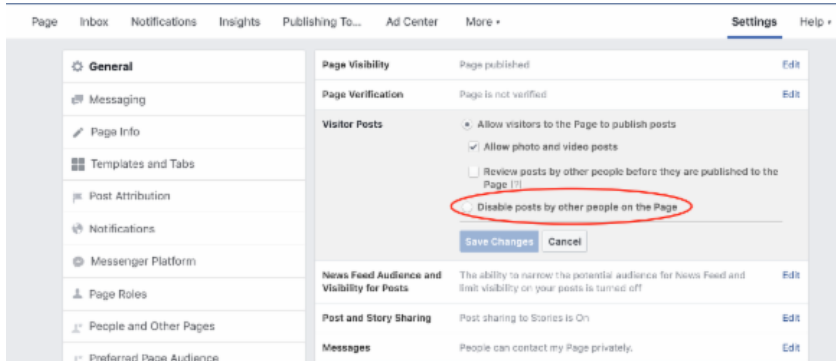
Turning off public comments

Navigate to your school's Facebook page and click on the settings tab in the upper right hand corner.
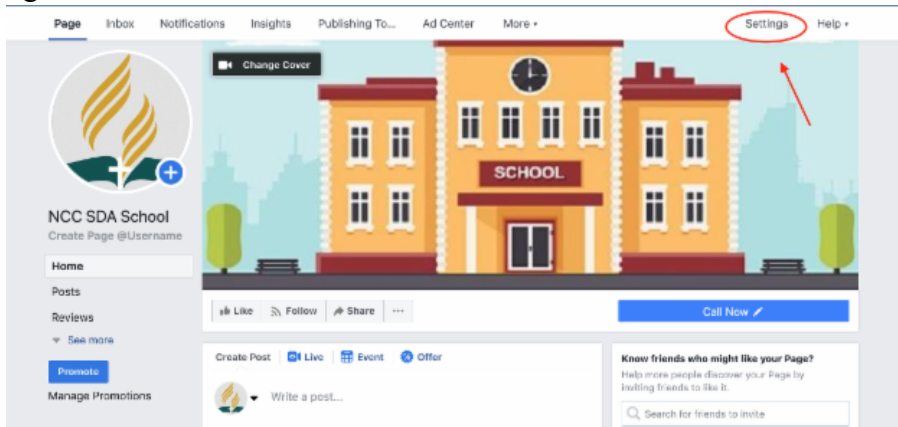
Next, click "edit" on the visitor posts bar.
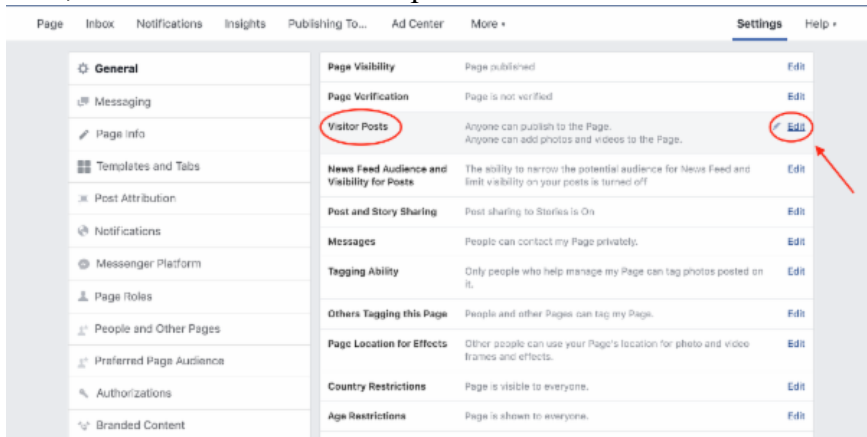
Click "Disable" and then "Save Changes".

Delegating:
 You can delegate being Facebook master to a staff member or volunteer you trust.
Credits:
 Thank you to Lauren Heinrich, education department marketing intern, for creating this series of Facebook use for schools.
Binder tab: July
School size: All
Marketing process step:
 1) Who are we?
 2) What do families want?
 3) What needs to change?
 4) How do we tell our community?
 5) How do we track results?