



LONG BEACH
UNIFIED SCHOOL DISTRICT



SOCIAL MEDIA GUIDE

#PROUDTOBELBUSD

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This guide will provide Long Beach Unified School District staff with resources and best practices to help connect with their school community on social media. Throughout the guide, readers will find interactive icons that open supplemental websites and videos, along with instructional videos from Izzy, our very own LBUSD social media coach.

We encourage readers to enjoy the full experience of this interactive guide by clicking on the following set of icons when they appear:



For best functionality, download this document and open in a PDF reader.

Ready to meet Izzy? Click the “[Hey Izzy](#)” icon to hear from LBUSD's social media student coach.



TABLE OF CONTENTS

1

SOCIAL MEDIA OVERVIEW

Social Media Timeline	4
Pros and Cons	5

2

PLATFORMS & STARTUP KIT

Facebook	6
Instagram	7
Twitter	8
Startup Kit & Resources	9

3

LBUSD RESOURCES & POLICIES

LBUSD Resources	10
Employee Best Practices	11
District Policies	12

OVERVIEW: SOCIAL MEDIA TIMELINE

Icon Key

- Social Media Links
- Video Link
- Podcast Link
- Website Link



OVERVIEW:

PROS AND CONS

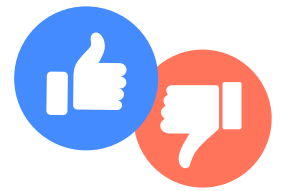
Available LBUSD Podcasts:



[Episode 27: Social Media, Generational Perspectives](#)



[Episode 28: Social Media, Student Perspectives](#)



THE POSITIVES:

Social media creates a space for users with common interests to connect with one another.

Social media provides users with the opportunity to connect with friends and family worldwide via email, text, FaceTime and more.

It has encouraged innovation in the real world through the introduction of online learning, resources for job skill growth and content discovery that would have not been possible without the internet.

Overall, 59% of students with access to the internet report that they use social networking sites to discuss educational topics, including career and college planning. Many students also use social media to connect with peers on school assignments.

Social media allows for the diffusion of real-time posting and information during times of crisis. This has saved lives and connected others during emergency events such as earthquakes, hurricanes, forest fires, tsunamis and civil unrest.

Social media has created an avenue for public awareness around social justice issues. Over time, younger generations have organized numerous campaigns that call their peers to pressure governments and businesses for change.

THE NEGATIVES:

Social media users spend a vast amount of time on social media websites and applications. Adolescents (ages 8 to 18) are amongst those who spend between six and nine hours a day on social media.

Many often use social media in replacement of in-person socializing, allowing the opportunity for interactions and friendships to stem with strangers.

An excessive use of social media can lead to cyberbullying, social anxiety, depression and exposure to content that is not age appropriate.

Social media can be harmful to a user's self-esteem and mental health. Studies show many users, especially adolescents, turn to social media for validation and comparison to others, which may lead to anxiety, depression and body image concerns.

Studies show 43% of children have had a cyberbullying encounter online. Roughly four-in-10 Americans have experienced online harassment.

Over the recent years, politics has played a role in the rise of online harassment amongst U.S. adults. Many adults who recently faced online harassment cited politics as the reason they believe they were targeted.



PLATFORMS:

FACEBOOK

GETTING STARTED:  [\(Click here\)](#)

Whether you are creating a personal profile or a public page, be sure to pick a profile and cover photo that best represents you. One of Facebook's biggest benefits is the amount of information it lets users share. Take advantage of the “About” section, post milestones on your page, and share photos and videos. Let your content tell your story.

CROSS-MARKETING:

If you are creating a Facebook page, add a “Follow” or “Share” button on your website to gain followers. You can also cross-promote by adding links to your Facebook page within the “Bio” section of any other social media accounts you own.

VISUALS MATTER:

Make sure to always add images such as photos or curated infographics when posting. Users are more attracted to visuals as opposed to simple text. When attending events, take photos and upload them to your feed, so your friends can follow along too.

TIP #1

Think of your status updates as mini-blog posts

TIP #2

98.3% of users use Facebook on their mobile devices, so be sure to keep posts short

TIP #3

Use Facebook Stories to share fun, authentic, behind-the-scenes moments

QUICK FACTS

DEMOGRAPHICS

- Facebook is broadly popular among all demographics, but it is most widely used among adults
- About 69% of U.S. adults use Facebook
- 70% of U.S. adults visit Facebook daily

AUDIENCE

- Facebook remains one of the most widely used online platforms
- Nearly a third of Americans regularly get their news on Facebook
- Facebook boasts more than 2.8 billion monthly users worldwide

LIVE

- Facebook Live is an excellent way to maximize reach
- Facebook’s algorithm prioritizes live video by placing it at the top of the newsfeed and sending notifications to potentially interested users

PLATFORMS:

INSTAGRAM



GETTING STARTED:



[\(Click here\)](#)

Instagram is a photo and video-sharing platform owned by Facebook. In recent years, it has started to shift to video-based content through Instagram Reels and livestreaming. To create an account, users can sign up with an email address or an existing Facebook account. Make sure the username and profile photo clearly displays who you are.

RECOMMENDATIONS FOR POSTING:

Instagram allows users to post up to 10 photos or videos at once. Users can choose from various filters to easily edit photos or videos. When writing a caption, get creative and use words, emojis or hashtags. To increase reach, users can tag or mention friends within the caption or use geolocation tags, if applicable.

INSTAGRAM STORIES:

Instagram Stories are photos or videos that only remain on an account for 24 hours. Stories boast all kinds of creative elements, including animated stickers, polls and quizzes, music and song lyrics, links to donation funds and charities, and more!

QUICK FACTS

TIP #1

Drop the words!
Think of ways to tell a story via photos and videos.

TIP #2

Link in Bio?
Create a free Linktr.ee page to share multiple links

TIP #3

Develop a recognizable brand by using the same colors, fonts and filters to maintain a cohesive style

DEMOGRAPHICS

- Most Instagram users are under 30 years old
- Four-in-ten U.S. adults use Instagram, compared to seven-in-ten U.S. users ages 18 to 29
- 76% of young adults (ages 18 to 24) use Instagram

AUDIENCE

- Despite Instagram's age guidelines, children ages 11 and under still use the platform in relatively small shares
- Instagram totals more than 1 billion monthly users



- **IGTV** is Instagram's long-form video platform for videos up to 15 minutes in length (or 60 minutes if you use the desktop version)
- **Instagram Reels** lets you record and upload short videos up to 15 seconds long

PLATFORMS:

TWITTER



GETTING STARTED:



[\(Click here\)](#)

Twitter is a microblogging and social network that encourages users to “tweet” updates, photos, videos and links as they’re happening. Be sure to follow individuals, brands and media outlets of your choice to create a real-time stream of messages tailored to your interests.

TWEETING 101:

All tweets are limited to 280 characters, but it doesn't mean you should use them all. Keep your tweets short, clear and straight to the point for better engagement. When you find something interesting, you can “retweet” or forward another user's post to your followers by sharing it on your own page.

ENGAGEMENT RECOMMENDATIONS:

The main purpose of Twitter is to primarily interact with others. The platform's intent is to provide like-minded individuals with the opportunity to create discourse in the digital sphere. Amplify your presence by engaging with your followers through comments, likes and retweets.

QUICK FACTS

TIP #1

Tweets with hashtags receive 2x more engagement

TIP #2

Jump in on a trending conversation and use features like Twitter polls

TIP #3

Experts suggest posting one or two times per day to keep your followers engaged

DEMOGRAPHICS

- 55% of young adults ages 18 to 24 use Twitter, compared to the minority of U.S. adults (23%) that use the site
- Users tend to be younger, have more education and higher incomes than U.S. adults overall

AUDIENCE

- About 70% of Twitter users get their news on the site
- Twitter is the social media site with the most news-focused users
- Most users don't tweet often. A majority of tweets come from a small minority of users



- Invite followers and important stakeholders to engage in real-time conversations and questions
- LBUSD currently runs a weekly #proudtobelbusd Twitter chat

SOCIAL MEDIA: STARTUP KIT & RESOURCES



This list contains merely suggested resources to support either those who have already taken the plunge or are considering dipping their toe in the shallow end of social media.

Please be advised that many of the applications or sites listed below may have limited free editions and may require in-app purchases or subscriptions to access all services.

SOCIAL MEDIA DESIGN

- **Canva.com**: free graphic design platform that allows you to edit photos without extensive photo editing knowledge or experience
- **Piktochart.com**: an online tool for creating infographics, presentation slides, reports, flyers, posters and more, for both print and online audiences
- **Freepik.com**: free graphic resources such as vectors, stock photos and photoshop files

SOCIAL MEDIA MANAGEMENT AND INTEGRATION

- **Linktree**: a free tool to share multiple links on social media (best for Instagram)
- **Tweetdeck.twitter.com**: a Twitter dashboard application that allows you to create a customized interface where you can monitor specific users, hashtags or search terms
- **Hootsuite.com**: a social media management tool with features to help with planning, scheduling and syndicating social media posts
- **Loomly.com**: a social media calendar management tool that helps teams and individuals create and schedule content for all social media platforms
- **Google Alerts**: Monitor your presence on the internet by adding alerts to receive email updates when specific terms related to your school are mentioned online
- **All-hashtag.com**: free hashtag generator that searches results based on a keyword

CURRENT RESEARCH AND HELPFUL ARTICLES

- www.commonsensemedia.org
- <https://education.hootsuite.com>
- www.pewresearch.org

LBUSD: RESOURCES

DISTRICT LOGOS

- [LBUSD Logos](#)

SCHOOL SITE LOGOS

- [Early Learning/Elementary](#)
- [Middle and K8](#)
- [High School](#)

DISTRICT WEBSITES

- Media Services:
www.LBSchools.net/Media

DISTRICT POLICIES

- [LBUSD Administrative Regulation for Social Media](#)

FOLLOW LBUSD!



@LongBeachUSD



[linkedin.com/company/long-beach-unified](https://www.linkedin.com/company/long-beach-unified)

#ProudToBeLBUSD

SOCIAL MEDIA IMAGE DIMENSIONS (PIXELS)

INSTAGRAM

- **Profile Photo:** 320 x 320 px
- **Post:**
 - 1080 x 1080 px (Square)
 - 1080 x 1350 px (Portrait)
 - 1080 x 566 px (Landscape)
- **Stories:** 1080 x 1920 px

FACEBOOK

- **Profile Photo:** 170 x 170 px
- **Post:**
 - 1200 x 1200 px (Square)
 - 630 x 1200 px (Portrait)
 - 1200 x 630 px (Landscape)
- **Stories:** 1080 x 1920 px
- **Cover Photo:** 851 x 315 px

TWITTER

- **Profile Photo:** 400 x 400 px
- **Post:** 1024 x 512 px
- **Cover Photo:** 1500 x 1500 px

LINKEDIN

- **Profile Photo:** 400 x 400 px
- **Post:**
 - 627 x 1200 px (Portrait)
 - 1200 x 627 px (Landscape)
- **Cover Photo:** 1128 x 191 px

TIKTOK

- **Profile Photo:** 200 x 200 px
- **Video:** 1080 x 1920 px

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TIP: *If you have a Canva PRO account, you can easily resize your graphics using Canva's premade social media templates.*



EMPLOYEE BEST PRACTICES: SOCIAL MEDIA

Electronic communications are an important component of our professional and personal lives. Our District encourages employees to understand and use these resources to further the educational experience of our students, in keeping with our Employee Use of Technology Policies (BP 4040/AR 4040) and Code of Ethics (BP 4119.21). Employees are required to use electronic resources responsibly and appropriately, as well as apply sound professional judgment in all social media communications. Following these “best practices” guidelines and all information listed in this administrative regulation can help ensure employees maintain proper boundaries and avoid social media pitfalls.

STRATEGIES FOR SOCIAL MEDIA (FACEBOOK, TWITTER, INSTAGRAM, ETC.)

- Use privacy settings to control access and keep personal accounts private.
- Avoid “friending” or “following” students or parents on social media platforms.
- Keep personal accounts separate. Class, program or team accounts may be created on school approved websites with advance authorization from the Superintendent or designee.
- Understand that any District-related communication posted or communicated on your personal account or device is likely to be a public record, disclosable to anyone on request.
Calif. Public Records Act: Gov't Code 6250-6268
- Be cognizant of your own online identity and what content you post. Some content or interactions with other users may not be appropriate for students to see.
- Anything posted on the Internet is subject to public viewing and re-publication by third parties without your knowledge. Think before you post.
- Be especially cautious when posting photos or memes. Consider the image you wish to portray of yourself to colleagues, parents and students.
- Be thoughtful regarding the language you use and the topics you address on social media platforms.
- Never discuss student information or any other confidential matters on a social media site.
(BP 5022 Student and Family Privacy Rights)
- Behavior on social media should mimic daily professional communication. Treat any social network as you would a professional network.
- When posting personal opinions on social media, consider clarifying that the opinion expressed is your own (particularly if you include your District affiliation in your social media profile).
- Use common sense. Do not post on social media anything that you consider private or confidential, whether the information belongs to you or someone else.

LBUSD:

DISTRICT POLICIES



DISTRICT POLICIES THAT APPLY TO SOCIAL MEDIA USAGE

Please be advised that the following policies and guidelines are important to be aware of when using social media as an LBUSD employee. This is not an exhaustive list. Please visit www.lbschools.net for more information.

- **BP 4119.21 Code of Ethics**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMREA6D9C5A>

- **BP 0440.1 District Technology Plan**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMR3B6C003F>

- **BP 1113 District and School Websites**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMR6L6C7B9D>

- **BP 1325 Advertising and Promotion**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMR786C927D>

- **BP 1700 Relations Between Private Industry and the School**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMR7E6C9A73>

- **BP 4040 Employee Use of Technology**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMRDX6D8EC2>

- **BP 4119.11 Sexual Harassment**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMRE96D9A84>

- **BP 4119.23 Unauthorized Release of Confidential/Privileged Information**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMREC6D9E46>

- **BP 5022 Students and Family Privacy Rights**

<http://go.boarddocs.com/ca/lbusd/Board.nsf/goto?open&id=BZMRHA6E0C8C>

- **Policy on Protected and Prohibited Political Activities by School District Employees**

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Special thanks to Izzy Fowler, MMS senior intern and student at Renaissance High School for the Arts.



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