

BCPS Social Media: General Guidelines

BCPS supports use of social media as a valuable tool for communicating with students, parents and the overall community. Knowing the viral nature of social media, we trust & expect our employees to use good judgment and common sense when developing and managing school social channels.

Content

- Post topics of relevance to the school community, including announcements, events, news and photos/anecdotes from school activities.
- Feel free to “Share” content from BCPS’s [Facebook page](#) and [Twitter feed](#).
- Whenever possible, steer clear of controversial issues.
- Keep the tone positive, friendly and informed.

Cadence

- Consistency is key! You don’t have to post every day, but try to establish a regular posting cadence so that fans know what to expect from your account.
- Avoid going for long spans without posting as your page will quickly become irrelevant & lose fans.

Description/ Disclaimer

- Include your school website and a clear description of your page’s purpose in the about section or bio
 - Ex: “News, information & updates from John Doe Elementary School”
- Add a disclaimer that “Opinions do not reflect all of Baltimore County Public Schools” as well as a statement reserving the right to remove inappropriate content posted on the page.

Photos/Video

- In general, school staff are free to post appropriate photos and video taken at school. Use good judgment when posting photos and make attempts to ensure students on the Opt Out list are not included in posts.
- If a parent expresses concern about a photo or video posted, use your judgment in taking it down. It’s often better to remove it than to cause uproar.

Handling Negative Posts

- Negative posts come with the territory in the social space.
- Take care to respond to negative posts evenly. If the issue warrants further discussion, express understanding and immediately direct the person to a more appropriate avenue. Give them a specific office/position to call or email.
- Avoid lengthy, controversial discussions in social forums.

For questions or additional guidance, please reach out to the Office of Communications at communications@bcps.org.