

St. James Parish School System



Social Media Handbook

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Lutcher, LA 70071

www.sjpsb.org
communications@sjpsb.org



Facebook: @SJPSchools



Twitter: @SJP_Schools



YouTube: @stjamesparishschools1a8592



Official Social Media Sites

Facebook:

- St. James Parish School System
- St. Louis Academy
- Gramercy Elementary School
- Cypress Grove Montessori Academy
- Paulina Elementary
- Sixth Ward Elementary
- Vacherie Elementary
- St. James High School–School News
- Lutchter High School
- St. James Parish Career & College Center-C3

Twitter:

- District Account: @SJP_Schools
- St. James High: @WildcatsTHDE
- St. James Athletics: @StJamesWildcats
- Lutchter High Athletics:
 - Baseball: @LutchterBaseball
 - Football: @LutchterFootball
 - Softball: @LutchterSoftball

LinkedIn:

- St. James Parish School System

Instagram:

- wildcatproductions_



Best Social Media Practices

St. James Parish School System recognizes the special impact social media possesses. It is our goal to continually provide frequent, factual, and detailed posts. By providing this to all stakeholders, it will help to positively impact:

- Community Engagement
- Communication
- Open Enrollment
- School Climate & Culture.



Best Social Media Practices

The main purpose of social media is to encourage and inform. As a district, we encourage engagement from parents, guardians, and community leaders. Additionally, in times of crisis we sometimes have to use social media to inform. Therefore, please use these best practices when engaging and informing our stakeholders via social media.

1. Try to do at least (3) posts a week with photos.
2. Develop a yearly school hashtag to use throughout the year when posting. Ex: #SJPSProud #ThePlaceToBe #THDE #4everBulldogs
3. Before any photos or videos are taken, please ensure that all students involved have signed media releases.
4. Include context in each of the posts. For example, rather than posting photos with students holding awards and the name of the award, include brief details about the award.
5. Do posts on interesting and photo-worthy things students are doing in class, but remember to include context. What are the students learning?
6. Posts students having fun and smiling in excitement.
7. Reach out to your PTO and other parents; letting them know about your social media. This way they can like, follow and share your school page.
8. When posting, please be careful NOT to use acronyms, unless the word is being explain. For example, "Please see the SPED Department page to apply for the SEAC". Someone that isn't affiliated with the school system may not know what those acronyms are. Therefore, please make sure that these words are spelled out.
9. When posting important information on social media, always post a "*one liner*". A *one liner* is a quick statement giving a brief synopsis of what the important information is about, then re-direct traffic back to your school site. All important documents and information should be placed on your school's site; not on social media.
10. Please be sure to check your school's direct messages daily.



11. If a negative comment arises, respond to it as a form of customer service. However, each one should be considered individually. There isn't one response that will work for all negative comments. You should thank them for their feedback and offer a positive answer if one is available. You can also encourage the user to contact the proper personnel to setup a meeting if necessary.



Non-Official Sites Guidelines

St. James Parish School System recognizes that athletic teams and co-curricular groups are using social media platforms to share and highlight news to their stakeholders. In addition to the practices above, the following guidelines should also be followed:

- No negative posts about other teams or schools are allowed.
- No negative posts about referees, officials, judges, etc. are allowed.
- When creating content for social media posts, no vulgarity of any kind is allowed.
- Make every effort to get photos of a large number of students in the group or on the team in one frame (if possible).