



# iLEAD Schools Facebook Protocols & Best Practices

From iLEAD Corporate Creative Services Team



## iLEAD Schools Social Media Summary

*The following is a brief summary of the iLEAD Schools Social Media Protocols and Best Practices. For details, please review the Complete Social Media Protocols & Practices document.*

### iLEAD Schools Facebook Pages Protocol

- 1) Please set up Facebook pages, not personal Facebook accounts:** Based on Facebook policies all accounts representing organizations and businesses should be set up as Facebook pages, as opposed to personal accounts.
- 2) All pages representing iLEAD should be established as an official iLEAD page.**

To initiate the creation of an official iLEAD Facebook page please contact the iLEAD social media editor, Tim Whyte: [tim.whyte-ne@ileadschools.org](mailto:tim.whyte-ne@ileadschools.org) or (661) 305-3462.

**Creating Facebook Groups:** If you feel it is necessary to create a Facebook group to facilitate discussion among a group of constituents (parents, learners, iLEAD team members, etc.), please contact the social media editor, Tim Whyte.

**Using the Business Manager:** When you are added as an editor on an iLEAD page, you will also be added to the iLEAD Facebook Business Manager portal. From this portal, you will have access to all of the Facebook pages that you're associated with on behalf of iLEAD Schools.

**Advertising:** All ads and associated expenditures will need to be approved by an appropriate iLEAD social media team member. Ads will be placed through, and billed to, our existing iLEAD Facebook advertising account.

### iLEAD Schools Social Media Recommended Best Practices:

**Be a good digital citizen:** Everyone should remember the importance of good "digital citizenship" when acting online, whether making posts or commenting on others' posts. Even when posting as an individual, because you are publicly recognized as a representative of iLEAD, your actions will be perceived as being, in one way or another, representative of the iLEAD team. Please remember that if you're thinking about posting something you wouldn't say in front of a room full of learners and parents, then you probably shouldn't post it at all.

**For assistance on any Social Media needs, please submit a Request for iLEAD Marketing & Creative Services at our iLEAD Creative Services website.**

