



# iLEAD Schools Social Media Guidelines Supplement

From iLEAD Corporate Creative Services Team



## Types of Facebook Accounts

*Facebook can be a confusing environment for those who wish to communicate about a product, service, group or organization. There are several different types of Facebook pages/accounts, and the following outline is intended to help iLEAD team members in planning Facebook communications that represent our organization and its various locations.*

### “Should I create a profile, a group or a page?”

This is the first question that may arise when you are considering creation of a Facebook representation of a campus organization, grade level, etc. The short answer is, at iLEAD we strongly prefer that an organizational page be set up through our social media manager, Tim Whyte: tim.whyte.-ne@ileadschools.org and (661) 305-3462. For additional details on creating a page, please see the complete social media guidelines document.

#### **Here’s a quick rundown on each type of Facebook account:**

- **Personal profile:** A personal profile – the kind of account you set up by entering your own email address and creating a password – is not allowed to represent an organization or business on Facebook. This is according to Facebook’s rules. If Facebook discovers a personal profile is being used for that purpose, the account will be shut down. For this reason, we ask that you do not create a personal profile that represents a group, campus, etc. You will, however, need to have a personal profile account that represents you, which you can use to log in if you need to be an editor for any iLEAD Facebook pages. You can use your iLEAD email address to set one up, or use your own existing personal account if you prefer.
- **Facebook page:** A Facebook “page” can be created to represent an organization or business, and a page is visible to members of the public. Individuals can “like” a page in order to receive periodic updates from that organization. All of the current iLEAD Program/School/Studio pages are now set up this way, and they are organized under one Facebook “Business Manager” account. This is our preferred method of representing iLEAD on Facebook. If you need to be added as a page editor, please contact Tim Whyte.
- **Facebook Groups:** As a matter of normal course, it is preferred that iLEAD Programs/Schools/Studios be represented on Facebook with publicly visible institutional pages as described above. If you feel it is necessary to create a Facebook group to facilitate more routine and direct discussion among a group of constituents (parents, learners, iLEAD team members, etc.), please follow a similar procedure as that for creating a Facebook page. Please contact Tim Whyte to ensure that the group is being set up correctly and that proper iLEAD admin access is granted.

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## “What type of Group should I create?”

There are several groups to choose from depending on what the purpose of the group is, who will be joining the group and how much access the general public should have to the group. A booster club group for a school's sports team will benefit from the easy access of a public group, whereas a learners study group for 2nd grade should be a closed or even a secret group only accessible to those who are members.

- **Public group:** Anyone can join, anyone can see what group members post in the group.
- **Closed group:** Anyone can ask to join, and the membership list is publicly visible, but only current members can see posts.
- **Secret group:** New members have to be invited, and only members can see posts or the membership list.

More detailed descriptions of Facebook group types can be found here:

<https://www.facebook.com/help/220336891328465>

Even content from a “secret” group can be exposed: If you create a group of any kind, please remember that nothing on the Internet is really “secret.” You should still follow all proper social media etiquette. Please remember that you are perceived as representing iLEAD, and you should not post anything you wouldn't say publicly. And, even in a “closed” audience, all rules regarding student confidentiality still apply.

If you have already created a group or a page: Please contact Tim Whyte to discuss adding iLEAD Creative Services team members as admins to your group or page. It is required that the iLEAD Marketing Team have full admin access to any Facebook page, group or account representing iLEAD and its campuses, or accounts led by facilitators or other iLEAD team members. The simplest way to do this is to add Tim Whyte as an admin for any group you create.

