

TABSE Social Media Rules and Guidelines

WHAT IS SOCIAL MEDIA?

Social media is defined as any form of online publication or presence that allows interactive communication. This includes but is not limited to social networks, blogs, photo-sharing platforms, Internet websites, Internet forums, and wikis. Examples of social media include Facebook, Twitter, Instagram, YouTube, Google+, Flickr, Edmodo, Schoology but there are many more sites out there.

State Social Media Accounts

TABSE will manage all state social media accounts and ensure information is posted and shared in a timely manner. Individuals that choose to serve on the social media committee will be added as an administrator to the TABSE Facebook Account and given password access to the TABSE Twitter account. The lead account administrator shall be the state's marketing and membership chair or the president's communications designee.

Posting Guidelines

RULES

All rules are expected to be followed by all individuals posting on behalf of the Texas Alliance of Black School Educators and any affiliate of the organization. Failure to do so could result in disciplinary action.

- **Maintain Professional Conduct:** Your online behavior must reflect the same standards of professionalism, respect and integrity as your face-to-face communications. When using personal social media sites, if you identify yourself as member of the Texas Alliance of Black School Educators or any affiliate of the organization, you must remember that you have associated yourself with this professional organization, your colleagues and your professional community; therefore, you must ensure that any associated content is consistent with the mission and vision of the organization.
- **Use Common Sense:** Remember that what you post on social media on behalf of the organization is a direct reflection of the organization. If an activity is not appropriate to do in front of children or at a school then it should not be posted on social media, period. Please remember, when posting as TABSE or an affiliate you are representing the organization. Use common sense and be very cautious.
- **Professional vs Personal Social Media:** The best practice is to use the TABSE social media accounts for organizational-related posts only. You may not post any personal or

work- related content relating to your personal life on any TABSE social media account or TABSE affiliates social media accounts.

- **Creating, Monitoring, Configuring & Administering Social Media Sites:** You are required to get approval from the TABSE state board before creating a new social media account related to the organization. Social media managers or their designated representatives should be given administrative rights or access, including passwords, to these sites. Make proper use of privacy settings to control access to social media sites so communications reach the intended audience only. Remember, if the default setting for comments is turned on, you must monitor the comments on that site on a daily basis. At least two site administrators are recommended. When an administrator transitions out, a new one should be named in advance so that you ensure a smooth transition. Each affiliate will provide login and password information to the TABSE Membership and Marketing chair or the President's communications designee.
- **Personal Responsibility of Posting on Social Media:** The lines between public and private, personal and professional are blurred in the digital world. By virtue of identifying yourself as a member of TABSE or its affiliate online, you are now connected to the organization. You should ensure that content associated with you is consistent with your employment social media guidelines and remain professional and appropriate.
- **Photo Guidelines:** Photos posted on social media sites can really bring them to life. They should however follow some strict guidelines. Photos posted on social media pages should favorably portray the person or persons depicted in the photos. Photos of teachers at public events can be posted on the social networking sites, but they must be appropriate. Examples of photos that should be avoided include but are not limited to: photos involving alcohol, nudity or immodest dress, medical and hospital patients, and graphic scenes.
- **Logo and Titles:** The name of the organization should begin the title of any social network page. The organization name and logo cannot be used on any social media pages except on official pages sanctioned by TABSE.
- **Unofficial Organization pages:** If there is an unofficial page that exists please notify the Marketing and Membership Chair or the President's designee. If there is someone that knows the creator of the unofficial page then ask them to remove it. All official TASBE and TABSE Affiliate pages will state that they are official.

Affiliate Social Media Pages

All TABSE Affiliates are required to have a social media presence. The social media platforms of choice are Facebook and Twitter.

Each affiliate is required to designate a Communications manager to manage their social media presence and communications needs. This role can be split into a two person role with one individual strictly managing the social media accounts.

Communication needs consist of the following:

Communications Manager-This person is responsible for staying up to date on upcoming state level events as well as communicating information from the affiliate to members. This person works with the affiliate president to ensure information is shared in a timely manner with all members. Additionally, the communications manager takes the time to highlight events, bright spots, and honors from within the affiliate to share on the state level. This person is a great communicator, social media savvy and has the ability to multi-task and disseminate information. During the state conference, this person serves on the state conference social media team to help share and promote conference activities throughout the day.

Social Media Manager- This person will administer and manage the TABSE Affiliate's social media marketing and advertising. This person will be in charge of building a social media presence for the affiliate chapter, run social media advertising campaigns and drive engagement by creating high-quality original written and visual content. Engage influencers, manage our community by responding to comments, and oversee day-to-day social media activities on the platform. During the state conference, this person serves on the state conference social media team to help share and promote conference activities throughout the day.

Page Optimization

All Pages are a reflection of TABSE and should represent the very best of the organization. All pages must have the following information updated at all times:

A Page Optimization Checklist:

- Optimize your Headers and Profile Images
- Provide Complete Company Information
- Customize your Facebook Page URL
- Add a Facebook Page CTA
- Optimize for SEO
- Pin your Best Content or Limited-Time Promotions to Top
- Facebook Page Tabs

TABSE/Affiliate Page Tone

Identify three characteristics you want your brand voice to embody. Keep these in mind when creating your content, coming up with your social media post copy and responding to potential members.

These "brand voice" characteristics should resonate with your target market:

- If you're targeting mid-management professionals, use a professional tone and avoid memes, funny jokes, or puns - also avoid politics and world events.
- If you're targeting professional millennials, be professional but also casual. Intersperse high-quality educational posts with current-event related content.
- If you're targeting young people, post behind-the-scenes content with a casual voice. Post often and tap into Influencers