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Requirements and
guidelines for creating
and managing social
media accounts at
CMSD

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Welcome!

Let's Get Connected!

This document provides a brief, overview of the requirements and guidelines for all CMSD social media accounts. A basic social media framework for all CMSD schools and departments provides consistency, structure, and guidelines for ensuring safe and effective online engagement for marketing and communications.

These guidelines cover all social media and media platforms to help manage the institutional brand and share institutional and departmental information. **These guidelines do not apply to personal social media activities.**



Account Management

These steps will ensure that the account will remain active during transitions and that the account belongs to CMSD.

Creating New Social Media Accounts

If your school or department does not have existing social media pages/accounts, the following steps should be taken:

- ✓ Contact the CMSD Webmaster and request that a social media account be established (e.g., Facebook page or Instagram account).
- ✓ The CMSD webmaster will create a unique username(email) and password for each school or department that will serve as the account OWNER and primary ADMIN for that account.
- ✓ The CMSD webmaster will then assign account roles to the designated individual at the school or departments and appropriate CMSD communications staff.
- ✓ The CMSD Webmaster and Marketing Team will set up the basic page structure.



Account Management

If You Already Have Social Media Accounts

- ✓ Contact the CMSD webmaster and **add them as an ADMIN** on the account.
- ✓ You will also need to provide the existing username and password for the account.
- ✓ The CMSD webmaster will review the account to ensure it is configured according to all guidelines.
- ✓ Review your pages to ensure that they have all the required information and elements on them. See pages 5-6 for details.
- ✓ Complete the “Social Media Page Checklist” and return it to the CMSD Communications team.



SCAN THIS QR CODE TO COMPLETE
THE CHECKLIST ONLINE.



Required Information

Post the following disclaimer in the “About” section of any account that permits public participants to post comments or responses.



Legal Disclaimer

Note: The views and opinions posted by visitors to this website do not reflect the view or opinions of the Cleveland Metro School District. Comments posted to social media accounts may be monitored and the District reserves the right to remove any comments that:

- Contain profane, vulgar, threatening, or discriminatory content
- Name or otherwise identify any student without consent
- Appear to have been posted for an inappropriate purpose, such as to harass or intimidate another individual
- Contain spam, advertising, or links to any third-party websites
- Do not relate to an underlying prompt to which they respond
- Appear to violate any law or court order
- Significant or repeated misuse of this resource may result in a user being removed or blocked from participating in this social media space.

Required Information

Including the following elements on your social media pages will help to identify that it is an official CMSD account.



CMSD Logos & Account Identification

Official logo

Your school or department logo should be used for the profile picture. This will allow users to quickly identify your school or department when searching.

Page Name

Use the official name of your department or school for the title of your page. At the end of the title, add “(CMSD)”. For a “banner/header” image, you may use any graphic or photo of your choice, provided it follows basic CMSD standards. If you need assistance or ideas, contact the CMSD Marketing Department.



Administrator Identification

Include at least one employee within your department. The appropriate CMSD Communications and Marketing account should be an administrator.

Contact Info

Department or school contact information including address, phone, email, website and name of principal or department head.

Keeping Your Social Media Account Safe

Everyone must take preventive measures to ensure the security of all social media accounts and to keep all content safe and appropriate.



Account Passwords

Do not give your account login to anyone on your team/staff. If you need an additional administrator or editor to place content on your pages, contact the CMSD Webmaster and they will get an account established for the person.

Account Security

If you are an “Admin” for your school’s or department’s social media account, it is important to have secure passwords on your personal social media accounts to avoid hacking. Sometimes hackers can get into major social media accounts through a “backdoor” of editors’ and administrators’ personal accounts.



CMSD Privacy Guidelines

Please review all CMSD guidelines pertaining to safety issues such as parental consent/opt-in policies, privacy issues, abusive or threatening language in posts, and identification of children in photos or posts online. The best practice is to not disclose children’s identities online. Their safety should be our most important consideration.



Questionable Content

You may not delete or hide comments and content simply because you don't like a comment or don't agree with someone's point of view.



Questionable Content: What Is It?

Remember, social media spaces are public forums, which support freedom of speech. CMSD websites and social media accounts are considered forums for public opinion and have some protections under the first amendment and freedom of expression.

What is Inappropriate Content?

Objectionable content must be dealt with consistently and appropriately. Examples of inappropriate content include:

- ✓ Profanity
- ✓ Obscene materials
- ✓ Threatening comments
- ✓ Foul, offensive, or inflammatory comments
- ✓ Identification of students or posting a student's personal information (without permission)
- ✓ Spam, advertising, or links to any third-party websites
- ✓ Off-topic responses that not relate to an underlying response-prompting post



Questionable Content

Questionable Content: What You Should Do

Take the actions below only for comments that meet the definitions of objectionable or inappropriate. Not with basic comments that you just “disagree” with.

- ✓ Take a screenshot of the entire post and comments. Be sure to record the date, time, and social media platform. Send the screenshot and information to your Chief / Supervisor/Principal .
- ✓ **Do NOT delete it.** You may “hide” temporarily, but don’t delete. If you do not know how to HIDE the comment, contact the Communications Office for support.
- ✓ If additional support is needed, your Chief /Supervisor/ Principal can contact the Communications Office or Division of Legal Services to discuss the post, whether it can be hidden and/or removed or, in extreme circumstances, whether the posting user can be blocked from engaging in future posts.



All departments and schools within CMSD that have social media accounts are required to complete and return this checklist.



**SCAN THIS QR CODE
TO COMPLETE THE
CHECKLIST ONLINE.**



CMSD Social Media ID

The Communications team requires all schools to provide their admin contacts, and social media profile log-in credentials for their school.

School Name *

Select or enter value

Social Media Admin *

The person responsible for maintaining social media accounts

Admin Email/ Phone *

Facebook URL

Please visit your Facebook homepage and copy the web address

Instagram URL

Please visit your Instagram homepage and copy the web address

Instagram Password

