

**Everett Public Schools Twitter considerations**

If you are planning on tweeting on behalf of the school district, or tweeting anything related to the district, its programs, successes, etc., then please keep the following in mind:

**FERPA:**

- No student should be included in any tweets, photos, or videos unless they are FERPA cleared. Their FERPA clearance can be found in eSchools. In addition, only directory information pertaining to that student, as defined in Policy 3250, may be shared (if cleared) under FERPA.
- If the event is public, then no FERPA is required, but if it is a school event and invitations are sent to students only, you will need FERPA clearance (e.g. school dances, senior teas, etc.). Sports activities are considered public events and no FERPA is required.

**PUBLIC RECORDS:**

- If you are an employee or board member and you are tweeting about the district, your twitter account and the associated email account are open to public disclosure requests. Tweeting from your personal phone and/or computer also open your personal devices to public records requests. Therefore, if someone requests records pertaining to your Twitter account you will be required to certify by affidavit that you have searched all personal devices, and other information contained on your personal devices may become subject to public disclosure. A requester will have access to all of your tweets, subject to certain exclusions.
- It is important to understand the potential privacy issue with your accounts. It is also important to understand the implications for public records violations. If you fail to search your personal devices after a request and the district is sued in Superior Court for a records violation, insurance **does not** cover public records suits. The district will pay all attorney fees associated with such a suit, and may become liable for hundreds of thousands of dollars in public records fines.

**RECORDS RETENTION:**

- All district social accounts that are connected with a district email should be registered with the communications department in order to be properly archived for records retention. Violations of proper records retention can result in public records violations and related fines.

**PROTOCOL:**

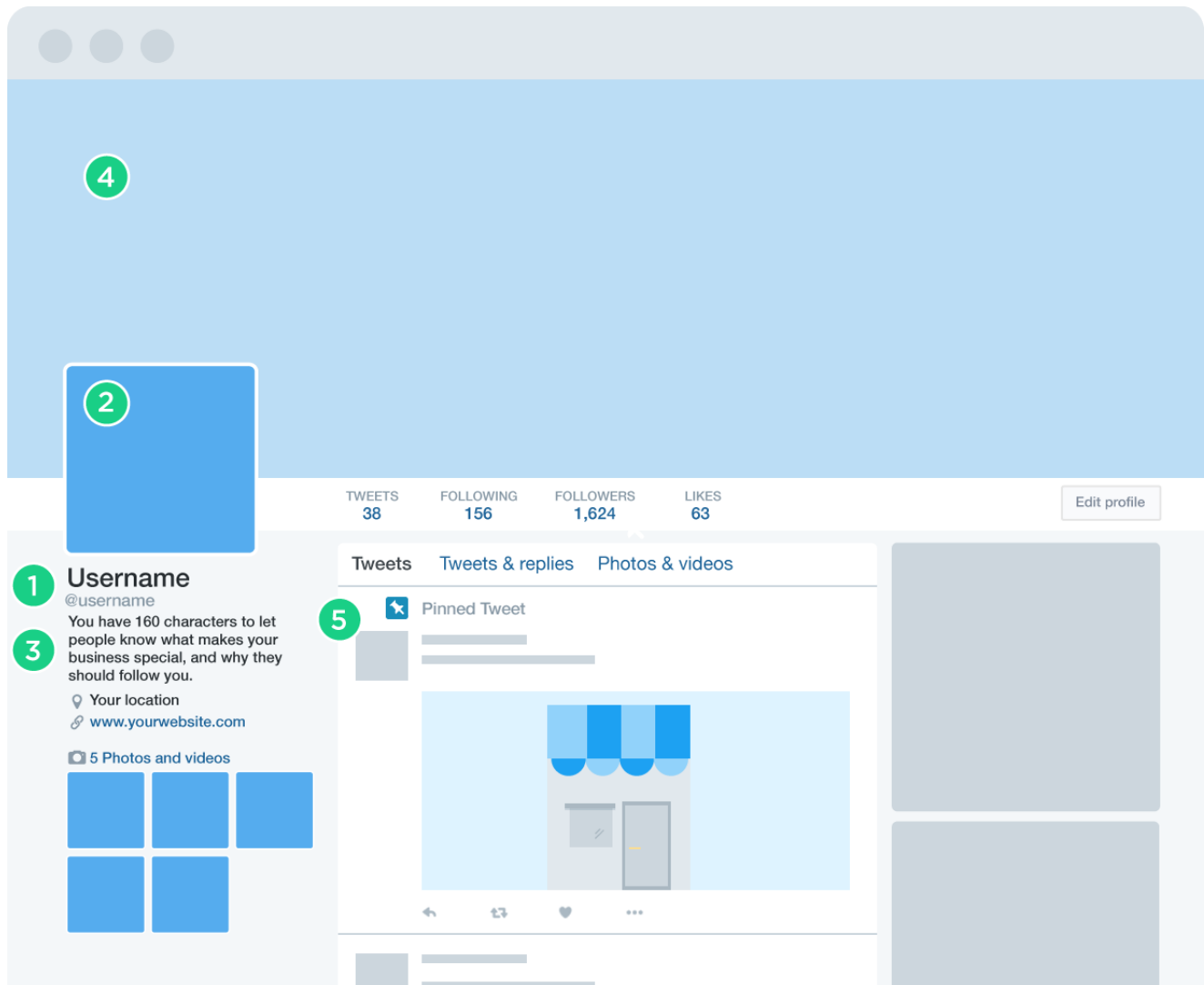
- Your tweets should be from a personal perspective and not give an indication that you are making statements on behalf of the district.
- Be cautious of making “political statements” that could lead to PDC violations- more guidance can be found at <https://www.pdc.wa.gov/learn/guidelines-school-districts>
- Follow Everett Public Schools (EverettPublicSchoolsWA) and retweet district posts.

# Establish your Twitter presence

Your profile shows the world who you are, and first impressions count. Every element should showcase your best content and accurately reflect your region's identity.

Here's an overview of the five different parts of a Twitter profile and some best practices to keep in mind as you build your EPS account on Twitter.

NOTE: The district recommends opening your Twitter account using your district email. We will then link your district email to your social media account and you will be covered under ArchiveSocial. Your social media activity will be archived in the event of a public records request.



1. **Your Twitter @username** can be a name of your choice, but to keep connected to the district, starting with a @EPS\_ is preferred. It can contain up to 15 characters. Some examples include:

1. @EPS\_HawthorneAP
2. @EPS\_EvergreenMS
3. @EPS\_JacksonHigh
4. @EPS\_MonroeRocks

**2. Your username, also known as your handle, is your unique identifier on Twitter.**

It can contain up to 50 characters and should help people easily find your school. Your name appears on top of your username. Examples include:

1. EPS\_CascadeHighPrincipal
2. EPS\_WoodsideLeadership
3. EPS\_NorthMiddleAsstPrincipal

You can also use your name if you prefer.

**3. Your profile photo**

Choose a profile photo that visually represents you or your school and fits well in a small space. This image isn't just on your profile page; it will be shown as the icon in every Tweet you post.

**4. Your bio**

You have 160 characters to let people know what makes your school special, and why they should follow you. Include useful information, such as a link to your website. Use a unique link, so you can track visitors to your site from Twitter.

**5. Your header image**

Consider this a billboard for your region. You can use a graphic with text, or highlight your schools. Swap out this image periodically to spotlight promotions, events, or product news.

**6. Your pinned Tweet**

Keep an important Tweet at the top of your timeline by pinning it there. Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page." Use this feature to make sure visitors to your profile can't miss your latest news or events.

**Twitter profile specifications**

- The recommended image size for your profile pic is 400x400 pixels; the image will be resized to fit.
- The recommended size for a Twitter header image is 1500x500 pixels. On mobile, it'll be cropped to a 2:1 aspect ratio.
- Use a GIF or PNG file for vector-based and line art images.
- For photos, upload a JPG or PNG file.

# Twitter tips & tricks

## 1. Before you tweet, be sure to check FERPA

It's critical we check FERPA before posting anything on social media. From the teacher or main office personnel, you can get a list of students who are **not** FERPA cleared before you visit a classroom (that list will be shorter).

If the event is public, then no FERPA is required, but if it is a school event and invitations are sent to students only, you will need FERPA clearance (e.g. school dances, senior teas, etc.). Sports activities are considered public events and no FERPA is required.

## 2. Pin a Tweet to the top of your profile

The half-life of a Tweet is just 24 minutes.

Maximize exposure to important Tweets by pinning them to the top of your feed. That way if someone visits your profile, it will be the first thing they see.

How to do it:

1. Click or tap the ^ icon in the top right of the Tweet.
2. Select Pin to your profile.
3. Click or tap Pin to confirm.

## 3. Take advantage of 280 characters

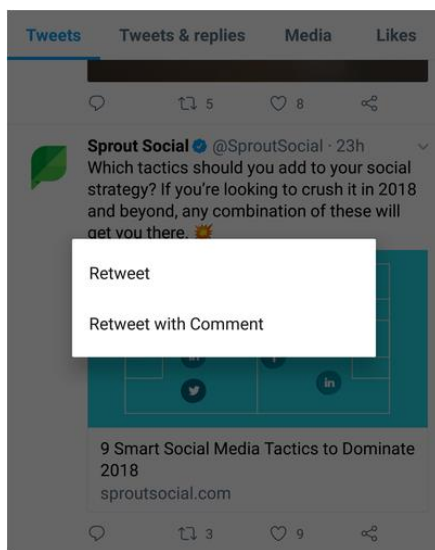
In 2017, Twitter made the decision expand its character limit from 140 to 280.

Now, you can take your Tweets beyond a couple sentences and expound a little bit and get creative like MoonPie.



## 4. Use Retweet with Comment

It has become common practice to retweet people or brands when you want to share something interesting someone else tweeted. However, you can take things a little further and layer on engagement by using retweet with comment instead.



The difference is you're able to add commentary onto the retweet instead of just re-sharing what someone else tweeted. That way it's a bit more personalized and adds additional value for your audience.

## 5. String Tweets together with a thread

Another way to share a message that exceeds 280 characters is with a thread.

A thread is a series of Tweets that are linked together so they don't get lost or taken out of context.

How to do it:

1. Click the Tweet button to draft a new Tweet.
2. To add another Tweet(s), click the highlighted plus icon (the icon will highlight once you have entered in text).
3. When you have finished adding all the Tweets you'd like included in your thread, click the Tweet all button to post.

## 6. Assume everything you Tweet is permanent

We've all heard the stories of PR nightmares from brands tweeting inappropriate content or giving rude response to customer complaints.

One of the easiest ways to avoid these types of situations is to tweet with the assumption that someone is going to see it. And if the tweet is something you don't want to be public, or goes against what your brand stands for, don't share it.

Even if you leave a Tweet up for two minutes and delete it, there's always the chance that someone took a screenshot and will share it across the web.

Long story short, tweet responsibly.

## 7. Create a branded hashtag

Want to get some user-generated content on Twitter? Start by creating your own branded hashtag.

Branded hashtags give you and your audience a way to easily see all the Tweets related to your district and region even if they don't include your Twitter handle. They're also

great for tracking Tweets around specific campaigns. The district begins each hashtag with **#EPS\_** making each hashtag unique for our district.

## **EPS Hashtags**

#EPS\_AlwaysLearning  
#EPS\_AttendanceMatters  
#EPS\_AVID  
#EPS\_BondLevy  
#EPS\_Boundaries  
#EPS\_Cafe  
#EPS\_CareerConnectedLearning  
#EPS\_CentralRegionProud  
#EPS\_Community  
#EPS\_DidYouKnow  
#EPS\_EquityMatters  
#EPS\_Expo  
#EPS\_GoTeam  
#EPS\_Growing  
#EPS\_HourOfCode  
#EPS\_HSandBeyond  
#EPS\_Just4Fun  
#EPS\_MathChallenge  
#EPS\_Families

#EPS\_NorthRegionProud  
#EPS\_One2One  
#EPS\_OurStaffRocks  
#EPS\_OurStudentsRock  
#EPS\_Partnerships  
#EPS\_ReadinessMatters  
#EPS\_Robotics  
#EPS\_SafetyMatters  
#EPS\_SchoolBoard  
#EPS\_SchoolPride  
#EPS\_SEL  
#EPS\_SouthRegionProud  
#EPS\_STEM  
#EPS\_SuccessStories  
#EPS\_SummerReading  
#EPS\_TBT  
#EPS\_Tech4All  
#EPS\_TechTalk  
#EPS\_LeadersRock  
#EPS\_CommunityService