

MSA Facebook Page Posting Guidelines

The MSA Facebook page (<https://www.facebook.com/mnmsa/>) is a tool to be used by MSA to disseminate positive marketing information for the school as well as emergency information for parents. Its primary purpose should be to create a positive public image of the school and woodbury community.

This document is designed to create some guidelines as to how and what should be posted, and what the procedure of getting it posted should be.

Who Has the Authority to Post/Approve/Manage within these guidelines?

All posts should be made by an authorized poster only, and approved by the office prior to posting. Authorizer posters should also keep a “lookout” for “bad” comments and remove them when seen.

- The 3 Director’s – (John, Shannon, Romelle)
- Joell
- Justin (Manage Only, Assist with Post Only)

What Should **NOT** be posted

- Daily Announcements
- Photos of students who don’t have a photo release
- Negative school messages.
- Debate-instigating content – We are not trying to start “Conversations”.

What Kind of Content Should Be Posted

- **Content that includes photos** – Daily MSA life of kids working on projects, etc. is not a bad thing if done in a positive way. Photos are far better than text-only content.
- **Sports Scores and Updates** – Ideally, the athletic director would post any positive sporting results to the facebook page. Ideally with a photo of the student or body of students at the event.
- **Advertisements For School Wide Events** – This is especially true for things like open houses or other events open to the community. Student events should be limited to school wide student body events (generally, the same ones that get banners on the MSA website). This should be limited to 1 post per event, but that post may be “pinned”.
- **Give To the Max Day Marketing and Updates**
- **Snow Emergency and other School Emergency Announcements**

How often should something be posted?

- To start, aim for 2 to 3 times a week.

How to get something submitted?

- Email your request to jpundsack@mnmsa.org or sfroberg@mnmsa.org (if activity related).

Who should change the icon/banner on the Facebook page?

- This should be left solely to the communications committee.