



Social Media Best Practices

Social Media Best Practices Overview

Louisiana Department of Education (LDOE) has developed Social Media Best Practices for marketing/social media teams that officially represent a school or district on a social media platform.

Ownership & Creation Of Social Media Channels



Official Channel Requirements Overview

- Only authorized employees are permitted to create, manage, and engage on behalf of an official school-owned social media account, channel or profile.
- As an authorized employee, should you leave the school or be disassociated with, you are prohibited from taking the social media account(s) with you including, but not limited to, changing the password or the account name of the company-owned account or creating a similar-sounding account.
- All persons with admin access to a page or credentials to log in should keep their own personal accounts secure by enabling the 2-Factor authentication process available to each platform. This is to protect the integrity of the profiles or persons with access to sensitive accounts. For guidance on how to activate the 2-Factor authentication process, look within the app as it will provide step by step instructions.

Ownership & Creation Of Social Media Channels

Direct Access

All official accounts must be accessible directly by at least two-three authorized social media admins:

- Primary/Owner - Social Media or Marketing Manager
- Secondary/Support – Social Media or Marketing Manager

Account credentials must be documented securely for access by management/others when needed. Primary/secondary admins are responsible for:

- Changing account passwords should someone with access leave
- Updating credentials documented securely
- Notifying others as needed

Ownership & Creation Of Social Media Channels

Emails for Social Media Accounts

Personal email addresses should never be used in association with school social media accounts.

Please create your account using your school email address and be sure to update the social media admins of the profile once this is done.

Social Media Management Recommendations by Platform



Social Media Management Recommendations by Platform

Facebook

Post Type Definitions	Feed Post: any photo, graphic or video posted directly to the Facebook Page Story Post: any photo, graphic or video shared to Stories Reels: short-form video format with music, audio, AR effects, and more.
Image Size Recommendation	Feed Post: 1200 x 630 or 1080 x 1080 - - maintain an aspect ratio between 1:1 or 1.91:1. Story Post: 1080 x 1920 - aspect ratio is 9:16.
Video Format Recommendation	Feed Post: Dimensions 1280 x 720 for Landscape and Portrait. Landscape aspect ratio is 16:9. Portrait aspect ratio is 9:16. Note: mobile renders both video types to aspect ratio 2:3. Max file size is 4GB. Recommended video formats are .MP4 and .MOV. Video length max is 240 minutes. Video max frames 30fps. Story Post: Recommended resolution 1080x1080. Aspect ratios: 1.91 to 9:16. Max video file size is 4GB. Duration is 1 second to 2 minutes. Recommended video formats are .MP4 and .MOV. Reels: Recommended video formats are MP4 and MOV. Allowed Frame Rate: 23 FPS minimum. Allowed Duration: 4-60 seconds. Resolution: 540 x 960 (540p) minimum (1080x1920 or greater recommended). Allowed Aspect Ratio: 9:16.
Caption Recommendation	Length: 125 characters, though there is no limit. CTA: Include, if relevant. URL: Include, if relevant. If sharing a particularly lengthy URL, use a shortener like bit.ly.
Post Frequency Recommendation	Low: Post no less than once per week. Medium: Across all above formats, post 2-3 times per week. High: Across all above formats, post once per day. TIP: Use Meta's post scheduling to help maintain this cadence. Exception: <i>Posting to Stories multiple times per day is acceptable.</i>
Posting Schedule Recommendation	Weekdays are preferred, with multiple opportune windows of time (6am-9am, 12 pm-2 pm and 5 pm-7 pm).

Social Media Management Recommendations by Platform

Instagram

Post Type Definitions	Feed Post: any photo, graphic or video posted directly to the Instagram Page Story Post: any photo, graphic or video shared to Stories Reels: short-form video format with music, audio, AR effects, and more.
Image Size Recommendation	Feed Post: 1080 x 1080 (square), 1080 x 1350 (portrait) - maintain an aspect ratio between 1:1 or 1.91:1. Story Post: 1080 x 1920 - aspect ratio is 9:16.
Video Format Recommendation	Feed Post: Minimum resolution for all formats is 1080 x 1080; recommended horizontal pixel resolution is 1920. Multiple aspect ratios supported: Landscape aspect ratio is 16:9; Square aspect ratio is 1:1; Vertical aspect ratio is 4:5. Max file size for all formats is 4GB. Recommended video formats are .MP4 and .MOV. Video length is 3 to 60 seconds. Recommended frame rate is 23 to 60 FPS. Story Post: Recommended resolution is 1080 x 1080. Aspect ratio is 9:16. Max file size is 4GB. Recommended video formats are .MP4 and .MOV. Video length max is 15 seconds. Reels: Allowed file extensions: .MP4 or .MOV. Allowed Frame Rate: 23-60 FPS. Allowed Duration: 3 seconds – 15 minutes. Allowed File Size: 4 GB max. Allowed horizontal pixels: 1920p. Allowed maximum bitrate: 5Mbps. Allowed aspect ratio: 0.01:1-10:1 (9:16 recommended).
Caption Recommendation	Length: 125 characters, though there is no limit. CTA: Include, if relevant. URL: In Story Posts, use a Link sticker to share a URL. On Feed Posts and Reels, links do not work, instead use a "Link In Bio" feature link Linktree.
Post Frequency Recommendation	Low: Post no less than once per week. Medium: Across all above formats, post 2-3 times per week. High: Across all above formats, post once per day. TIP: Use Meta's post scheduling to help maintain this cadence. Exception: <i>Posting to Stories multiple times per day is acceptable.</i>
Posting Schedule Recommendation	Weekdays are preferred, with multiple opportune windows of time (6am-9am, 12 pm-2 pm and 5 pm-7 pm).

Social Media Management Recommendations by Platform

Twitter

Post Type Definitions	Tweet: any photo, graphic or video posted directly to the Twitter Page
Image Size Recommendation	Tweet sharing a single image: 1200 x 675 pixels. Tweet sharing two images: 700 x 800 pixels (both images). Tweet sharing three images: Left image: 700 x 800 pixels, Right images: 1200 x 686 pixels. Tweet sharing four images: 1200 x 600 pixels (per image). Four is the maximum number of images available on one Tweet. Recommended aspect ratio is 16:9. Can edit images if tweeting from Twitter iOS or Android app. Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.
Video Format Recommendation	Recommended resolutions are 1280x720 (landscape), 720x1280 (portrait), 720x720 (square). Aspect ratios recommended at 16:9 (landscape or portrait), 1:1 (square). 1:1 is recommended as the best route for rendering across devices with the best output. Max file size is 512MB. Recommended video formats are .MP4 for web and .MOV for mobile. Video length max is 140 seconds. Recommended frame rates are 30 or 60 fps.
Caption Recommendation	Character limit is 280. CTA: Include, if relevant. URL: Include, if relevant. If sharing a particularly lengthy URL, use a shortener like bit.ly.
Post Frequency Recommendation	Low: Post once per week. Medium: Post 2-3 times per week. High: Post 5-7 times per week. Note: <i>Unless participating in additional Twitter conversations, post no more than three post per day. These can include re-tweets from followers.</i>
Posting Schedule Recommendation	Early mornings 8am-10am on weekdays.

Social Media Management Recommendations by Platform

LinkedIn

Post Type Definitions	Feed Post: any photo, graphic or video posted directly to the LinkedIn Page
Image Size Recommendation	Recommended size for images or links: 1200 x 627 pixels based on mobile scaling. Image types include: JPNG, JPG or GIF.
Video Format Recommendation	Aspect ratio is 1:2.4 to 2.4:1. Max file size is 5GB. Accepted video formats are .ASF, .AVI, .FLV, .MOV, .MPEG-1, .MPEG-4, .MP4, .MKV, and .WebM. Video length minimum is 3 seconds, max is 10 minutes. Video max frames 60fps.
Caption Recommendation	Ideally between 100-140 characters. After 140 characters, LinkedIn will truncate the rest of your caption with a “See More” button. CTA: Include, if relevant. URL: Include, if relevant. If sharing a particularly lengthy URL, use a shortener like bit.ly.
Post Frequency Recommendation	Low: Post once per week. Medium: Post twice per week. High: Post up to 4 times per week—no more than one post in one day.
Posting Schedule Recommendation	Weekdays are best for LinkedIn, any time between 8am and 2pm.

Social Media Content Categories



Social Media Content Categories

Schools have a lot of valuable information to share with parents, students, faculty, staff and alumni. Many schools use a wide array of social media post types, including photos, videos, infographics and text-only updates, to spread those messages. We've organized these post types into overall content categories and provided recommendations for how each category might be used moving forward.

Quality and consistency matter most where algorithms impact the visibility of your content (ie Facebook, Instagram, LinkedIn). Don't post just to post, but make sure you're showcasing your best content with a consistent cadence your content pipeline can support.

[General Posts & Announcements](#)

[School-Specific Updates](#)

[Parent Resources](#)

[Hiring Posts](#)

[School Closures & Holidays](#)

[National Days](#)

[Story Posts](#)

Social Media Content Categories

General Posts & Announcements

This can include any general content captured on school grounds or at school events. Some examples include:

- Student, Faculty & Staff Shoutouts - playful, excited posts that highlight student, faculty and staff activities and achievements.
- Community Involvement Efforts
- Alumni Shoutouts
- Guest Speaker Presentation Highlights
- School Accolades

Social Media Content Categories

School-Specific Updates

This can include information that is normally covered in a weekly family newsletter, as well as emergency communications.

- Normal Operations Updates - including but not limited to first and last days of classes, teacher-only days, school closures, and early dismissals
- Emergency Announcements
- State Testing & Exam Dates
- Graduations
- Parent Conference Days
- Open Houses
- Fundraising Opportunities

Social Media Content Categories

Parent Resources

These posts allow schools to share information from trusted, external sources that might be of interest to parents. Some examples include:

- Tips for encouraging good study habits at home
- Information on the link between enforcing bedtime routines and classroom engagement

Social Media Content Categories

Hiring Posts

These posts promote job openings, and regularly include links to the job postings where potential candidates can apply.

- Note: Encourage all staff to share these messages and help spread the word about job openings.

Social Media Content Categories

School Closures & Holidays

Includes any holidays that schools would have scheduled closures for, reminding students and parents. Publish these reminder posts at least 2-3 days before the scheduled closure, to ensure the messages reach everyone. An additional “Happy _(holiday)_!” post can be published to share well wishes and holiday cheer on the actual holiday. These include but are not limited to:

- Labor Day
- Fall Break
- Veterans Day
- Thanksgiving
- Christmas & New Year’s
- Martin Luther King Jr Day
- Winter Break/Presidents Day/Mardi Gras
- Spring Break/Good Friday & Easter

Social Media Content Categories

National Days

Outside of the major holidays, there are a multitude of social media observance holidays that serve as great opportunities for your team to join the online conversation surrounding those national days. Stay tuned with resources like [National Today](#), [Hootsuite](#), or [HubSpot](#) that offer comprehensive, updated lists of national days. These include but are not limited to:

- **January:** National Mentoring Month, School Board Recognition Month, Science Fiction Day, World Typing Day, World Logic Day, International Education Day
- **February:** Black History Month, CTE Month, Global School Play Day, School Counseling Week, School Resource Officer Appreciation Day, Random Act of Kindness Day, Inventors Day, International Day of Women & Girls in Science
- **March:** Women's History Month, Music in Our Schools Month, Read Across America Day, School Breakfast Week, Pi Day, First Day of Spring, World Poetry Day
- **April:** Math Awareness Month, School Library Month, Volunteer Month, Assistant Principals Week, Paraprofessional Appreciation Day, School Librarian Day, Administrative Professionals Day, Earth Day, Arbor Day, World Autism Awareness Day, World Creativity & Innovation Day, World Book Day
- **May:** School Principals Day, School Lunch Hero Day, Physical Education Week, Teacher Appreciation Week, School Nurse Day
- **June:** Safety Month, Juneteenth, International Children's Day, First Day of Summer, World Music Day
- **August:** National Coloring Book Day, National Book Lovers Day, International Youth Day
- **September:** Attendance Awareness Month, Arts in Education Week, Celebrate Freedom Week, Hispanic Heritage Month, World Letter Writing Day, Read a Book Day, International Literacy Day, First Day of Fall
- **October:** Farm to School Month, Bullying Prevention Month, School Principal Month, Learning Disabilities Awareness Month, Book Month, Custodial Workers Day, Coaches Day, School Lunch Week, School Bus Safety Week, World Teachers Day
- **November:** Family Literacy Month, Military Family Appreciation Month, American Indian & Alaska Native Heritage Month, Veterans Day, Substitute Educators Day, Authors Day, STEM Day, America Recycles Day, International Students Day, Universal Children's Day
- **December:** Read A Book Month, Special Education Day, Volunteer Day, First Day of Winter

Social Media Content Categories

Story Posts

These posts are any photo, graphic or video shared to Facebook and/or Instagram's Stories. They are visible for only 24 hours, but they're a great way to encourage engagement and drive awareness among social media users. If desired, Story content can also be published more permanently on Instagram as a Highlight that is visible on your profile page.

- Share photos or videos similar to the above content categories.
- Break up lengthy messages into multiple Story slides (e.g. "10 Steps That Students & Parents Should Take to Prep for the ACT" or "5 Things We Learned from Our Guest Speaker")
- Poll stickers - Post "This or That" style content and ask users to pick their favorite of two options
- Question stickers - invite users to send you questions or answers about a particular topic.
- Quiz stickers - share Did-You-Know style content in a quiz format.
- "Add Your Photo" stickers - encourage users to share photos.

Photo & Video Guidelines



Photo & Video Guidelines

Orientation & Framing

- When capturing video to be used on Instagram or Facebook Reels, record with vertical orientation (portrait) as you would naturally hold your phone.
- For interview-style videos, stand a minimum distance of three feet from your subject.
 - Position camera at the subject's eye level.
 - Choose a non-distracting background (avoid showing other people moving around, posters/signs that can be read, etc.)
- When capturing an environment, use a wide shot standing far enough away to capture the entire room in the frame. Alternately, you can stand closer and pan across the area.
- If available, use a **smartphone tripod** or **stabilizer** to keep your phone steady.
- Enable your phone camera's grid to help keep your subject in the center of the frame.
 - iPhone: Settings > Camera > Toggle "Grid" to On
 - Android: Camera > Select Downward Arrow > Gear Icon > Select "Grid Type" & Make Selection
- Check the background for debris, trash, miscellaneous objects that do not belong in that setting.

Lighting

- Whenever possible, shoot outside under cloud cover or inside near a natural light source like a window.
- Position your subject so that your light source is facing them and not behind them.
- Whenever possible, avoid overhead lights.
- If possible, consider using a **ring light** that clips to your phone to light your subject's face.

Sound

- Whether you're capturing people speaking on camera or with a voiceover, the sound should be clear and crisp. Tip: Use headphones or AirPods as a microphone or use a **phone compatible microphone**.
- Unless you're capturing B-roll where the video's sound will not be used, choose a quiet location with little background noise (machinery sounds, trademarked music, other people).
 - Note about trademarked music: most social media platforms will remove sound altogether from videos that have even the radio playing in the background, as that music is officially licensed by other entities.
- Avoid spaces with lots of echo.
- If possible, turn off air conditioners, heaters and other machinery to avoid conflicting noise.

Photo Release & Permissions

- Always ensure that you have proper permission in the form of a photo or video release for anyone whose face or voice you capture. This includes both the intended subjects of your photos and videos, as well as anyone that might be visible in the background.

How to Create & Schedule Posts on Facebook & Instagram



How to Create & Schedule Posts on Facebook & Instagram

Create and Schedule Facebook and/or Instagram Feed Post

When you share content frequently, users will be reminded of your school more consistently. Meta Business Suite enables you to create and schedule posts so you can stay connected with your community.

Follows these steps to post content from Meta Business Suite:

1. From either the Home screen or the Posts & stories screen, click Create post.
2. Indicate whether you want the post to show up on Facebook, Instagram or both.
3. Under Media, select a photo or video for the post.
4. Under Post details, in the box labeled Text, write a caption.
5. Preview your post and make any desired changes.
6. Under Scheduling options, click either:
7. Publish now, then click Publish to publish the post immediately.
8. Schedule, to publish at a later date and time.
9. Save as draft, and publish later.

How to Create & Schedule Posts on Facebook & Instagram

Create and Schedule Facebook and/or Instagram Stories

Stories on Facebook and Instagram help connect people to the brands and products they love. Stories enable you to quickly deliver an engaging, full-screen experience that combines images, video, text, stickers and interactive features to help connect with and inspire your customers.

Use stories to share things like product demos, store tours and how-tos. Stories remain visible on your account for 24 hours, but you can archive them to save and reuse if you'd like.

Here's how to create and schedule stories from Meta Business Suite desktop. Go to [Meta Business Suite desktop](#) to begin.

1. Go to Posts & stories or Planner.
2. Click Create story.
3. Select where you want to create or schedule a story for Facebook, Instagram or both.
4. Click Upload media and add a photo or video to your story.
5. Customize your story by cropping your media, or by adding text or stickers.
6. Preview how your story will look on Facebook and Instagram on the right.
7. Click Share story to publish immediately, or click the arrow to select Schedule story to publish it later.

How to Create & Schedule Posts on Facebook & Instagram

Create and Schedule Facebook and/or Instagram Reels

Reels can be published both on desktop and mobile. To schedule on desktop:

1. In Meta Business Suite, go to Posts & stories or Planner.
2. Click Create reel.
3. Select where you want to create or schedule a reel for your Facebook Feed, Instagram Feed, or both.
4. Click Add video to your reel.
5. Under reel details, add a caption for your video.
6. Select a thumbnail for your video.
7. Add Belgard as a collaborator.
8. In the Edit tab, customize your reel by cropping or trimming your video, or by adding music.
9. Preview how your reel will look on Facebook and Instagram on the right.
10. Click Share reel to publish immediately, click Schedule at the top of the screen to Schedule to publish it later, or Save as draft.

To publish on mobile:

1. Open the Instagram app, tap and tap Post or Reel.
2. Select a photo or video and add a caption, effects and filters. Tap (Android) or Next (iOS).
3. Tap Advanced settings.
4. Tap Schedule.
5. Select a date and time up to 75 days away.
6. Tap Done.
7. Tap the back button.
8. Tap Schedule to schedule the post or Reel.
 - a. Note: Features like product tagging, collaborative posts, cross posting to Facebook, sponsored posts, and fundraisers aren't compatible with scheduled content at this time.

Scheduling Posts on Twitter



Scheduling Posts on Twitter

1. Login to Twitter.
2. Click the Tweet button.
3. Compose your tweet, adding any text, links, images, videos, etc.
4. Click the calendar icon.
5. You can find this at the bottom of the composition box along with the emoji and GIF icons. It will say “Schedule” when you hover over it. This will let you choose dates and times.
6. Select the date and the time using a drop-down menu.
7. Click “confirm” in the top right-hand corner, then “schedule” to finalize.
 - a. Note: If you want to see other tweets you’ve scheduled or saved as drafts, click Scheduled Tweets from the date and time selection screen.

Scheduling Posts for Any Channel Using Canva



Scheduling Posts for Any Channel Using Canva

1. On the Canva homepage side menu, click “Apps.”
2. Select “Content Planner.”
3. Next to when you want to schedule the post, click on the plus icon.
4. Select to schedule an existing design, or create a new design to schedule.
 - a. Scheduling existing designs: Under Recent designs, select which one you want to schedule. If it’s not there, click on “Your projects” to search for it. Click to select it.
 - b. Creating designs to schedule: Click on “Create a design.” Select the design that you want to create, or use the search bar. To schedule it, click “Share” on the menu above the editor, and select “Schedule.” If it’s not there, click on “More” first.
5. On the schedule window next to the date, click on the three dots icon to change the time and date, to edit the design, and for more options. The time follows your local time zone.
6. Click “Select a channel,” and select the social media account that you want to schedule the post to. If there’s no connected account yet, click Connect, and log into the account that you want to use.
7. If your design has multiple pages, select the pages that you want to publish. The number of pages and design export size depend on social media limitations. See [Social media export limits](#) for details.
8. Write a caption if you want, and click “Schedule post.”
 - a. Note: If you’re scheduling posts on Instagram, select Schedule or post from desktop to finish.
 - b. Currently, you can only schedule a design to one social media post.
9. Find additional tips for scheduling with Canva [here](#).

Community Management & Engagement Tips



Community Management & Engagement Tips

Social networks allow you to interact directly with users, and likewise give them the chance to interact directly with your school. Unlike traditional media, which offers only one-way communication, social media is a two-way street. If you want customers and followers to be engaged, you have to be engaged yourself. Stay active and regularly check for comments and questions and respond daily. Respond to comments and questions in a way that's appropriate to your brand.

Best Practice: *monitor all social account notifications and message inboxes at least twice per day. Enable mobile and email notifications to stay tuned for live alerts from each channel.*

Positive Engagement

Questions & Complaints

Negative Engagement

Community Management & Engagement Tips

Positive Engagement

- Like all positive comments.
- Share other users' content (Stories, Mentions, Tags, etc.) that mention your school to your own channels.
- Share or comment on posts that mention you in a positive light.

Questions & Complaints

- Respond to comments and tagged posts that have questions.
 - Respond to comments publicly so other users that may have the same question can find the answer for themselves.
- Respond to comments that have complaints or require further escalation as noted below.
 - Respond to comments publicly so other users can see that you're acknowledging what the user said, but try to move the conversation to a private message so the user can share personal contact information with you and resolve the issue "offline."

Negative Engagement

- Negative comments can be hidden, but shouldn't be deleted unless bullying or "troll" behavior is apparent. If the messages are persistent, offensive, threatening, or obscene, you may delete them.
- If you feel you should reply to negative comments, this is not the time to be defensive or aggressive. Please be as helpful as possible and/or defer them to contact the appropriate staff member. The best policy is to take any conflicts offline, but if a resolution is achieved posting the resolution in the comments can help other people viewing comments that a solution was provided.
- When it comes to banning or blocking users from the page, we recommend doing this as a last resort. For example, if the user is relentless—threatening or spamming multiple public posts—it may be worthwhile to simply ban them. Otherwise, hiding these comments is a safer option.

Areas for Measurement & Tracking



Areas for Measurement & Tracking

From a social media content perspective, it's important to track the types of content that are performing well, identify what's not working and make adjustments to improve. To set some initial benchmarks, take stock of the below metrics on your platforms as they stand today and check in at least once per month to monitor your progress.

- With any social post, we want to track how many individual users are seeing it (reach) and how many times it is being shown (impressions).
- In any instance where you're sharing a website link, you'll also want to track the amount of website traffic occurring as a result of this post. The key metric to watch is link clicks, or the number of times users have clicked a link or button on your post and gone to the relevant landing page/URL.

Areas for Measurement & Tracking

- **Post Engagement** - Includes all actions that people take involving your post, including actions such as reacting to, commenting on or sharing the post, viewing a photo or video, or clicking on a link.
 - **Post Reactions** - The number of reactions on your post. The reactions button on a post allows people to share different reactions to its content: Like, Love, Care, Haha, Wow, Sad or Angry.
 - **Post Comments** - The number of comments on your post.
 - **Post Shares** - The number of shares of your post. People can share your posts on their own or friends' Timelines, in groups and on their own Pages.
 - **Post Saves** - The total number of times your post has been saved.

Areas for Measurement & Tracking

Where to find these metrics:

- **Facebook**

- For an individual post, switch into your Facebook page and click “See insights and ads” on the desired post.
- To see metrics for all posts, click “Insights” from the left sidebar and then click “Content.”

- **Instagram**

- For an individual post, login to your account, navigate to your profile page, select the desired post and click “View insights.”
- To see metrics for all posts, click the three line icon in the top right of your profile page and select “Insights.”

Areas for Measurement & Tracking

- **Twitter**

- For an individual post, login to your account, navigate to your profile page, select the desired post and click “View analytics.”
- To see metrics for all posts, click the “More” button on the home screen and select the “Creator Studio” dropdown and then click “Analytics.”

- **LinkedIn**

- For an individual post, login to your account, navigate to your profile page, select the desired post and click “Show stats.”
- To see metrics for all posts, navigate to your profile page and select “Analytics” from the left sidebar.

Free Canva Social Templates

Editable social templates can be found in Canva by joining the [LDOE Canva Team by clicking here](#) and then accessing the [Social Templates folder found here.](#)

Additional Resources

Best practices for social media are constantly changing as each platform updates and introduces new functionality. Stay tuned to resources like [Sprout Social](#), [Social Media Today](#) and [Later](#).

[Sprout Social's "Always Up-To-Date Guide To Social Media Image Sizes"](#)

[Sprout Social's "Always Up-to-Date Guide to Social Media Video Specs"](#)

