

October 2020

# ONcall

ready-to-use NEWS

## Social media photos for the 2020-21 school year

Education looks different this school year, and social media posts will reflect that. What are some best practices when it comes to the images we share? How will schools with distance learning share photos of student activity?

Schools will need to be careful to ensure that students follow safety guidelines and minimize critical comments on social media posts.

Here's a question recently posted on Facebook:

“Hey everyone! We want to send out a communication to our social media admins at our schools as a reminder to be sensitive about what images and videos are posted this school year. For example, try to social distance in photos and if closer than six feet, always wear a mask. Has anyone created a print piece related to this topic? I would love to see your ideas!”

Based on the comments on that post, many others wanted guidance as well. We've got you covered. Download the one-page photo guide on the [socialschool4edu.com](https://socialschool4edu.com) website for an easy-to-share tip sheet that will explain what to look out for. It also includes ideas for posts — broken down by in-person and online learning.

The tip sheet is attached here, or you can sign up to access it on the website:  
<https://socialschool4edu.respond.ontraport.net/social-media-photo-guide-2020-2021>

### Photo tips

#### In-Person

Guidelines:

- If masks are required, photos should include masks. Make sure both mouth and nose are covered. Encourage a thumbs up to show positivity in lieu of a visible smile. Encourage your subjects to smile under their masks. Even with your mouth not visible, your eyes show your smile. This is called a “smeyes.” Coined by model Tyra Banks, it means smiling with your eyes, and it is noticeable.
- A photo showing just one student might be the safest to share.
- Watch the background! Questions on social distancing could create a comment storm. Follow the same guidelines for in-person proximity.

Ideas:

- A short video of a student explaining something new they learned
- Students engaged in learning while observing safety guidelines
- Recess time!
- A video or photo of students reading out loud
- Students with their artwork — this could be a weekly feature.

(Over)

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## Virtual

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### Guidelines:

- Avoid sharing pictures of video conferences that display student names.
- Incorporate photos and videos into class assignments. Teachers can ask parents to send photos or videos of their child completing an assignment. Carefully review photos before posting them, and post only with approval.
- Make sure backgrounds are appropriate. Do not post photos taken in bedrooms. Ensure the student is dressed appropriately and no siblings are in the background.

### Ideas:

- Completing a science experiment
- Practicing a musical instrument
- Showcasing a completed project
- Demonstrating a new skill
- Enjoying at-home physical education
- Showing their favorite spot to work
- Collect learning success stories from staff and parents — this could be a weekly feature.

Realize that no matter how careful you are, there could still be critical comments on your school social media posts. Do your best and start the school year with clear guidelines in place.

Please also pay close attention to sharing photos from pre-COVID-19 days... We have heard stories about schools that got blasted with negative comments after posting photos showing teachers and students giving each other high fives with no masks. Just be careful if you're sharing photos that don't follow social distancing or mask requirements.

I'm not saying you can't use any of these photos on social media, but I would strongly urge you to add a note to your post that says something like, "Special note — this photo was taken on the first day of school in 2019 when social distancing and masks were not required." Consider using Throwback Thursday, #TBT, or Flashback Friday, #FBE, hashtags.

Finally, I'd like to send you off with a host of photo examples that might inspire you and your staff. Photos in this gallery are from across the country and show that you can still celebrate your schools during the 2020/2021 school year!

Check out the gallery here: <https://bit.ly/2Z4pUIi>.

*Attachment: Social Media Photo Guide*

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*Contributed by Andrea Gribble. She runs #SocialSchool4EDU, a company that partners with schools across the country to manage social media. Andrea and her team manage social media for more than 35 districts across the country and has trained over 500 schools. Andrea holds an MBA from the University of Wisconsin-Eau Claire and is a frequent speaker at educational conferences on the topic of social media.*



# SOCIAL MEDIA PHOTO GUIDE

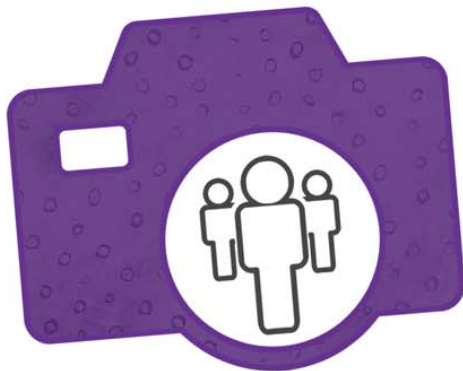
Learning looks different this year, but there is still much to celebrate!  
When posting photos on social media, keep these guidelines in mind.

for 2020/2021

## IN-PERSON

### GUIDELINES:

- If masks are required, photos should include masks. Make sure both mouth and nose are covered. Encourage a thumbs up to show positivity in lieu of a visible smile.
- A photo showing just one student might be the safest to share.
- Watch the background! Questions on social distancing could create a comment storm.



### IDEAS:

- A short video of a student explaining something new they learned
- Students engaged in learning while observing safety guidelines
- Recess time!
- Students reading out loud - video or photo
- Students with their artwork - could be a weekly feature

## VIRTUAL



### GUIDELINES:

- Avoid sharing pictures of video conferences that display student names.
- Incorporate photos and videos into class assignments. Teachers can ask parents to send photos or videos of their child completing an assignment. Carefully review photos before posting them, and post only with approval.
- Make sure backgrounds are appropriate. Do not post photos taken in bedrooms. Ensure the student is dressed appropriately and no siblings are in the background.

### IDEAS:

- Completing a science experiment
- Practicing a musical instrument
- Showcasing a completed project
- Demonstrating a new skill
- Enjoying at-home phy-ed
- Showing their favorite spot to work
- Collect learning success stories from staff and parents - could be a weekly feature

Realize that no matter how careful you are, there could still be critical comments on your school social media posts. Do your best and start with the school year with clear guidelines in place!