

## ***RHS MEDIA POLICY***

Rockledge High has social media accounts on all the major medias:

- School's main webpage is <https://www.brevardschools.org/RockledgeHS>
- Facebook is **Rockledge High School** <https://www.facebook.com/RockledgeHighSchool>
- Twitter is **@rockledgehigh**
- Instagram is **We\_are\_Rockledge**
- TikTok is **WeareROCKledge**

I update the school's media. However, I can't update for your group if I don't know or if I don't have pictures. If you want your accomplishments posted, **YOU** have to send me something. Make sure you include names (SPELLED CORRECTLY) and whatever you did (won district, CCC champs, Brain Bowl champs, etc.).

This may not seem important in the little picture of your group, but it is important to our school in these ways:

1. Students and parents look for recognition – I receive emails WEEKLY from parents asking why I posted something about one sport/club, and nothing about their kid's sport/club.
2. Other schools post frequently about their accomplishments – if we don't post about ours, it looks like we don't have any!

If this is more than you want to deal with throughout the year, my recommendation is to find someone reliable that you can assign this to: a manager, parent, assistant coach, etc.

If your group has a Twitter account, you can automatically post to Rockledge High Twitter account by including @rockledgehigh in your tweet. This is a great way to post pictures that I can use to update the other media.

### Morning Announcements

Please word **EXACTLY** as you want it posted. Please do not rely on Greg or me to rewrite your content. Greg would like you to use 12 pt font ALL CAPS. Include in the email when to start announcing it and when to end it. He needs it before 815 AM to make it in the same day morning announcements.

Please take a few minutes after every win to send the results to **Greg Clayborne** for inclusion in the morning announcements. I get emails WEEKLY from irate parents because we didn't mention their kid's win. When that occurs, I have to let them know it's because you didn't inform us. The morning announcements are posted every day on Facebook and it is from here where I get the most complaints.

If you need to announce something like tryouts, meetings, events, etc. make your post **TIMELY** – if you publish things too far in advance, they get ignored and forgotten. Don't send us something today that won't happen until next month.

## Website

The school's website has a slide show on the front page and I love to have ACTION photos of your kids doing something – playing, singing, dancing, etc. I prefer action shots, but if it's a shot of your group with a trophy, that works too 😊! Send me shots that are HORIZONTAL – they fit better on the slide show. One thing to be mindful of is that some students may have a no-photo form on file, which means their photo cannot be published. Please make sure they are not on the list before you send me a photo. I do not know each child by sight, so I rely on you **not** to send photos of those kids. **If you send a photo, I will assume you have vetted them against the no-photo list.** (If you do not have access to the list, send me the NAMES and I will check for you.)

## Facebook Updates

If you need something posted on FACEBOOK, the following needs to be kept in mind:

- Make your post TIMELY – if you publish things too far in advance, they get pushed down the page and forgotten.
- Please word EXACTLY as you want it posted. Please do not rely on me to rewrite your content.
- I cannot post PDFs on Facebook. I can post a link to a PDF in your Google drive, but the actual PDF will not post. I have the ability to convert to a picture file but know that multiple page PDFs will result in multiple photos.
- Reminder about the no-photo – do not send an unvetted photo to me for publication.

## Contact Information

Send **morning announcement** information to [Clayborne.kenneth@brevardschools.org](mailto:Clayborne.kenneth@brevardschools.org)

Send **all other media** announcement information to [Shinault.leslie@brevardschools.org](mailto:Shinault.leslie@brevardschools.org)