



Social Media Sharing Guidelines

Effective July 1, 2019

We love our vendors! We want you to share your awesome services with our audience of students, parents and families. Our social media pages are family-friendly pages for students, parents and employees of Horizon Charter Schools as well as potential families, so please keep your comments and posts clean and audience-appropriate. In addition, we ask that you follow our posting guidelines.

DO

- » **SHARE MEDIA.** We encourage you to share photos or videos of students engaging with your company's services. While photos of your facility or products are allowed, photos that show students in action tend to result in higher engagement rates.
- » **ENGAGE WITH THE AUDIENCE.** If a parent or student comments on a photo or post that you're featured in, be sure to respond!
- » **ENCOURAGE USER ENGAGEMENT.** Encourage the audience to engage with you! Questions like: "What's your favorite _____?" will encourage users to respond to your posts, rather than just reading them.
- » **PROVIDE ACCURATE AND UP-TO-DATE CONTACT INFORMATION.** This one is important; we want to make sure that our families can get in touch with you! This includes website, social media profile links, email address and phone number.

- » **PROVIDE AMPLE INFORMATION.** Let our audience know what’s going on in the image or video that you provided, how they can get in touch with you and why they should get in touch with you. We recommend that all posts be between 50 and 150 words, as we’ve found that this is the sweet spot when it comes to having users read your entire post.
- » **BE VISUALLY PLEASING.** Make sure each post stands out by following our best practices guidelines:
 - › The ideal image size for a Facebook post is 1200 x 630 pixels. We recommend sticking to this (or close) to ensure that your image displays at a high quality.
 - › Break the text up into sections that are easy to digest. Walls or blocks of text can lose the reader’s attention.
 - › When posting a link, we suggest using the associated image that populates with the post rather than using stock images. Listing a link to the photo credit can decrease interaction on your post. If the link does not provide a good image (e.g., if it just shows the company logo or a very low-resolution picture), then use the “upload image” feature to add a better, personal photo.
- » **POST IN THE EVENING.** We’ve found that Horizon’s users are most active between 6pm and 9pm on weekdays. You are welcome to submit posts for consideration at any time of the day, but this is when our page experiences the highest level of traffic.
- » **TAG COMPANIES.** When referencing any companies or pages in your post (including your own), make sure to tag them! This makes it easier for our users to find you and avoids any potential confusion of contacting the wrong company (e.g., a company with a similar name).
 - › Do not add tags at the end of a post unless making a blanket statement that applies to every user listed within the post! Companies and people mentioned should be tagged in the post naturally, and it should read as if you’re saying their name instead of using their handle.

DO NOT

- » **BE INAPPROPRIATE.** Horizon Charter Schools’ does not allow graphic, obscene, explicit, racial or religious comments or submissions nor do we allow comments that are abusive, hateful, intended to defame a person or organization, or that suggest or encourage illegal activity.
- » **BE TOO SHORT.** Don’t send us a link to your website with nothing else! Take time to create a post that lets our audience know why they should choose you.
- » **SHARE ANY NON-SCHOOL RELATED POSTS.** All information and events shared on Horizon’s social media pages should be appropriate for children and families to attend. Please keep all posts specific to things that benefit Horizon’s families. For example, tell our families about a great open house you are having at your business, but please do not advertise activities like a parents’ night out at a paint and sip.

We look forward to sharing your events, stories and information on Horizon’s social media pages! If you have any questions, please feel free to contact our marketing team at marketing@hcs.k12.ca.us.