

# ESC Social Media Guidelines



# Sharing On Social Media

## Navigating Our Social Channels



Click on the icons above to check out our social profiles.  
Follow us if you don't already!

## We are the ESC

On social media, we embody our commitment to innovation, collaboration and educational excellence. Our social platforms serve as a hub for sharing resources, celebrating successes, and engaging with our client districts and our community.



## We Strive to...

- **Highlight Impact:** Showcase stories of student success, teacher innovation, and client district achievements that reflect the positive impact of our services.
- **Promote Initiatives:** Share information about upcoming PD's, events, and initiatives that support our mission of enhancing education.
- **Engage with Stakeholders:** Connect with educators, administrators, parents, and our community to foster collaboration and gather feedback.
- **Share Resources:** Provide access to valuable tools, courses, and coaching that can support educators and administrators in their daily work.
- **Celebrate Diversity and Inclusion:** Promote initiatives that recognize and celebrate the diverse communities we serve, ensuring that all voices are heard and valued.

# Safety First: Share Smart

Before capturing and sharing work-related content on social media platforms, keep these guidelines in mind to help keep our school community safe.



- **Consent/Photo Release Form(s)**
  - Make sure you have signed ESC photo release forms for students in the image. If the image is from an ESC classroom in a school, ensure that you have photo release forms from the school also.
- **Avoid Identifying Information**
  - Refrain from sharing **students'** full names, personal details, or any information that could be used to locate them. First names or initials are usually safer alternatives.
  - Refrain from capturing content with **building identifiers** like room numbers or building maps.
- **Promote Positive Content**
  - Focus on sharing positive moments that highlight student achievements, school spirit & educational activities. Avoid sharing anything that could be misinterpreted or controversial.
- **Follow ESC and District's Social Policies**
  - Always follow ESC & district social media policies. This guarantees that your posts are in line with official guidelines and that they protect the privacy of students and staff. Access the ESC social guidelines in our handbook [here](#).

# Share With Us!

- **Get in Touch!**
  - Have a story we can share?
    - Student accomplishments
    - Staff achievements
    - Classroom or community events
    - Field trips
    - Creative projects
    - & more!
  - #WhereIsESCToday
- **Questions?** Email us at [Communications@escoco.org](mailto:Communications@escoco.org)

Your submissions may be used for the ESC Connect Blog or social media posts!



Scan QR code to submit ideas

