

# **PR & Media Manual**

---

*A GUIDE FOR RED OAK ISD CAMPUSES AND PR REPS*





**Beth Trimble**  
Executive  
Director of  
Communications



**Haley Stewart**  
Communications &  
Marketing Specialist



**James Murphy**  
Graphics &  
Multimedia  
Specialist



**Diane Case**  
Webmaster

---

# We're here to help you!

*What does the ROISD Communication Department do?*



- We provide a service to the district and parents as the avenue of communication for all things relates to Red Oak ISD and community-related events, activities, etc.
- Host and promote events for community engagement.
- Create and distribute informational and promotional materials for various target audiences.
- District staff appreciation activities.
- Prepare for and manage crisis communication channels.

---

## What We Do



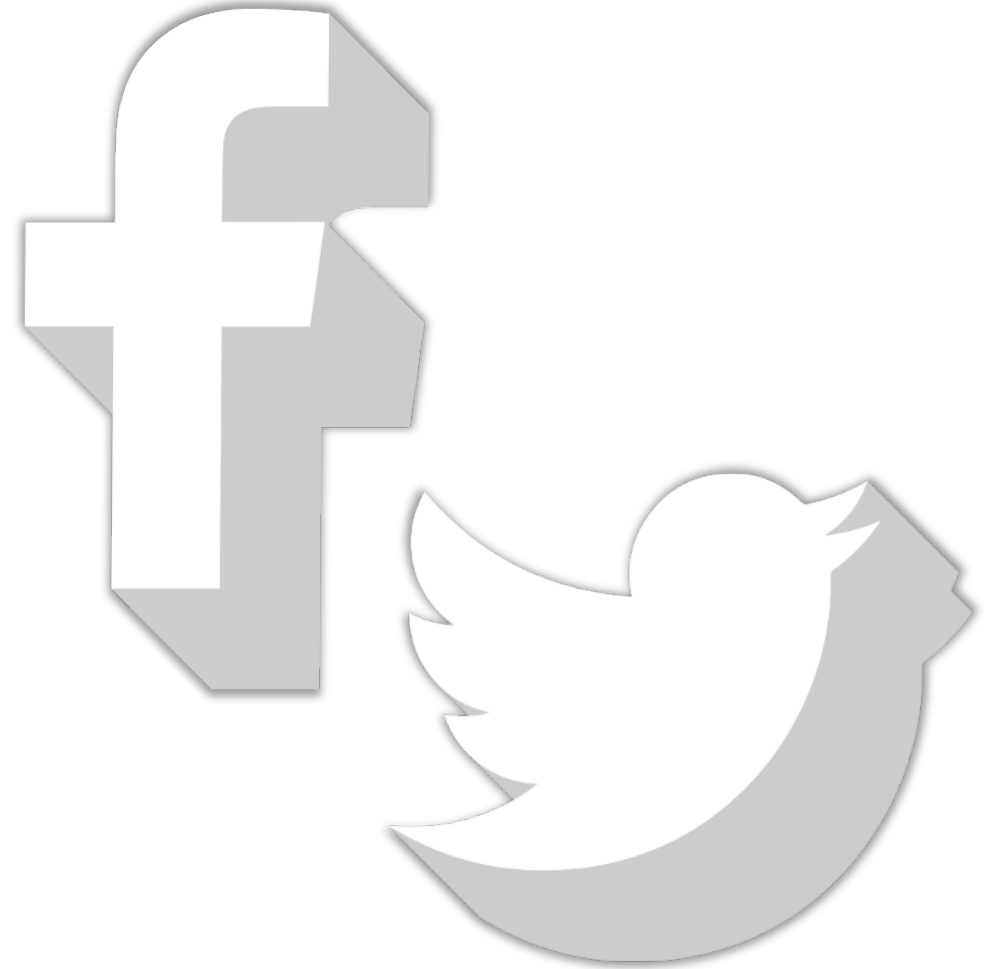


- A good rule of thumb: *Does this align with the district's mission, vision, and goals?*
- Think before you post, retweet or comment online!
- Online behavior must always reflect the same standards of professionalism, respect and integrity as face-to-face communications.
- No one can tell the story of your campus better than you!

---

## Campus Social Media

*Share your campus story!*



# SOCIAL MEDIA DO'S & DON'TS *RO*

Social media is a powerful platform. Social media gives people a day-to-day look inside your campus and can be a wonderful tool for you, your campus and district.

At Red Oak ISD, we utilize social media to communicate and share positive and timely information in a professional nature.

The Red Oak ISD Communications Department will support campuses by monitoring activity on all social media pages. The Communications Department will handle all crisis communications situations. Please review our suggested best practices regarding using social media in Red Oak ISD.

## **SOCIAL MEDIA DO'S**



- Post relevant updates and comments.
- Control your settings. Be cautious about your privacy settings on your account.
- Disconnect from negativity.
- Highlight what you are proud of. If you or your students and colleagues do something great, let people know about it!
- Re-read, spell-check, or edit your social media content prior to posting.
- Post photos and short videos that are engaging.
- Check for student directory information when posting pictures of students who are easily identifiable.
- Respect copyrights and fair use laws. Give proper credit to other's for their work.



# SOCIAL MEDIA DON'TS

- Don't use inappropriate language or share inappropriate posts.
- No comments that easily identify students and/ or staff in a defamatory, or generally negative tone.
- No comments or postings that do not show proper consideration for other's privacy or are likely to offend or provoke others.
- Don't follow your students on social media.
- No repeated posts with the same messages.
- Don't set up or update your personal social media accounts using the District's computers, network, or devices.
- Don't use the District's logo or other copyrighted material on your personal accounts.
- Don't post during work hours, unless it's school-related.
- Don't post pictures of students on your personal page.
- Don't reply to media inquiries. If you get a request, please direct them to the Red Oak ISD Communications Department.

- Go to [Red Oak website](#) and visit the **Communications Department/Share Your News** page
- We want to share the amazing things happening in our schools, students and staff lives!
- If you have an upcoming event you would like coverage of, use the new online news form.
- And give us a description of the type of event. We try to cover campus events as able.
- Timeliness is everything- stay current!
- If an event has already passed, please submit the story as soon as possible!

# We want your news!

*Share your campus story!*

HOME CALENDARS DISTRICT PARENTS STUDENTS STAFF COMMUNITY DEPARTMENTS ATHLETICS

RED OAK  
Independent School District  
FUELING THE 4 TALONS!

District Home Our Schools

Translate Language User Options

New to ROISD? District Events Staff Directory Skyward Classlink Nutrition Menu Mobile App Employment

**Welcome to Red Oak Independent School District**

Our Vision in Red Oak ISD is to Realize Our Individual Students' Dreams (ROISD) and our Mission is to incorporate and instill the 4 Talons of the Hawk for each and every one of our students. Our measure of success does not solely lie on how we grade out on a standardized test, but on how we work to instill the 4 Talons of the Hawk in our students and who they become because of that. Seeing evidence of how our students live it out not only in their time as a student with us, but as an adult and a great contributor to our community and society as a whole is our measure of success. We have high expectations for all our students and our commitment is to do all we can to help them reach their fullest potential.

Four Talons of the Hawk are exhibits academic readiness, seeks challenges of learning, strives to be fair, respectful & well rounded, and leaves a legacy through service. We are on a mission for our students success.

**Communications**

Communications >

Communications Staff

Branding Standards

Colors for Caring

HAWKperks

+ Legislative Information

Request Public Information

ROISD Community Advisory Council

Share Your News!

Social Media Accounts

**Communication Department**

**Our Purpose**

The Communications Department serves to build and maintain positive relationships with the community that support the vision, mission and goals of the Red Oak Independent School District.

**Our Goals**

- o Proactively tell the district story by serving as the primary source of information
- o Recognize the extraordinary employees and students that are constantly displaying wonderful acts of community service, and achieving and/or exceeding academic success
- o Promote events, issues and objectives of ROISD and disseminating information to all forms of media

**Stay Connected:**

- o Like us on [Facebook](#)
- o Follow us on [Twitter](#)
- o View our videos on [YouTube](#)
- o Follow us on [Instagram](#)

Use our new online news form!



**WHO**

**INCLUDE**

First and last name of all key people in the story. Full name of organization, club, or group.



**WHAT**

**INCLUDE**

Try and give as many details as possible about what it is you are telling.



**WHEN**

**INCLUDE**

Dates, plus start and finish times.

---

**What makes a good story?**



## WHERE

### INCLUDE

Always be specific with locations.



## WHY

### INCLUDE

What makes this story unique and special?  
If it's an event or competition, explain the kids involvement.

---

## What makes a good story?

- Send the best three (3) photos
- A brief description of photo
- Include subjects names from left to right
- Make sure your camera, or phone, is in focus on the subject
- Send the photo in the highest resolution possible

---

# Photographs

*How to take a good quality photo*



- Check the web and tech calendar for conflicts
- If beyond a campus activity, double check with the Communications Office
- Share your information and flier with Communications
- Post on your social media channels and push out through campus newsletters and *ParentLink* notification system
- Always remember to take pictures and share on social media and with Communications

---

## Special Events

*Helpful tips to keep in mind when planning your event*

