



## Social Media [Guide](#) & [Policy](#) for CS for All Consortium Members

### Connect with us at:

Facebook: <https://www.facebook.com/csforallconsortium/>



Twitter: [@CSforAll](https://twitter.com/CSforAll)

Instagram: [@CSforAll](https://www.instagram.com/CSforAll)

Snapchat: csforall

### Social Media Guide:

- Tags:
  - Tag all posts with both #CSforAll and @CSforAll
  - Remember to tag yourself and other relevant CS for All Consortium members
  - Feel free to include these suggested hashtags to help increase exposure.
    - Copy and paste:
      - #CSEducation #K12CS #CSEdWeek #HourOfCode #STEM #DiversityInTech #APCSP (Advanced Placement CS Principles) #coding #KidsCanCode # Programming #EdTech
    - Note: many location based CSforAll initiatives use the “4” in the hashtag or identifier. “CS4TX” - CS for Texas, “CS4MD”, etc. The number 4 is generally referring to location based initiatives while “for” refers to the national initiative.
    - If you reached your caption or hashtag limit, you can include additional hashtags by adding them as a comment to your post
  - Note: CS for All Consortium has the right to untag itself from any posts, if it violates our [Social Media Policy](#).
- Posts:
  - Keep it short and sweet
    - Viewers will stop reading if the content is too wordy or lengthy
  - Pictures are worth a thousand words
    - Use a screenshot, photo, or visual graph wherever possible
  - Use data and link to other sites for more in-depth explanation
    - Cite original sources
  - Add a personal touch - tell a story

- Highlight students' achievements, teachers' accomplishment, or organization's milestone
  - As needed, receive appropriate permissions before posting, especially when content involves children
    - Never include personal contact details, unless previously approved
- Photos:
  - Use high quality photos
  - Be sure you have rights to share or post pictures, especially of minors or classrooms.
  - As needed, check with parents when posting pictures of children, many organizations have media forms for students to complete
- "Like" or 
  - Support CS for All Consortium by clicking the "Like" or  button on our posts! This will increase our visibility in searches and news feed activity
- Audience/Permission setting:
  - Check your audience/permission setting for each post. To maximize your reach, set your setting to "public." (If set to "public," anyone will have access to your post and comments, if enabled.)

### **Social Media Policy:**

We strive to have open and honest dialogues. We trust you will be mindful of the information you share. The content that you post reflects on CS for All Consortium and the computer science education community. Post respectfully and responsibly. If you are ever unsure about the appropriateness of material to share on social media, please contact [csforall@csnyc.org](mailto:csforall@csnyc.org).

#### **Commenting and Tagging:**

CS for All Consortium shares information, images and video with the public through external social media sites. Keep in mind any comment you post is public and can be seen by the public. We trust that you will use your best discretion and we encourage you to use direct messaging/email, as appropriate. Comments and tags made by the public to these sites are reviewed and, while comments will not be edited by CS for All Consortium, a comment may be deleted or untagged, if it violates the policy described here:

- Comments should be related to the posted topic and relevant for computer science education community.
- Information (photos, videos, etc.) you share with or post to CS for All Consortium sites may be used for CS for All Consortium's own purposes and can be re-posted by CS for All Consortium.

- The use of obscene, threatening or harassing language is prohibited.
- Personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation or disability status are prohibited.
- Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others are prohibited.
- This comment policy is subject to amendment or modification at any time.