

Pacific Symphony Social Media Guidelines



Facebook Do's

- Tag whichever school you are associated with if they have a Facebook account (@SunkistElementary), the @ will disappear and tag will link to partner Facebook pages
- **Tag @PacificSymphony**
- Always include a photograph
- Quotes from participants or musicians are fun
- Link to other pages if needed (relevant articles, videos, etc.)
- Feel free to **share existing videos from Pacific Symphony YouTube Channel, Facebook, etc.**
- **Take and post videos of musicians taken while musicians are NOT playing their instrument.** This can include teaching, talking, interacting with students and staff, etc. Please be sure to get the musician's permission.

Facebook Don'ts

- **Don't take and/or post video of musicians playing music**



Instagram Do's

- Use an interesting photograph
- **Tag** whichever school you are associated with if they have an Instagram account (@SunkistElementary), @ will remain and link to partner's Instagram account
- **Tag @PacificSymphony**
- Hashtag a bunch of relevant topics (#MusicInSchools #ClassAct #Symphony #BrassQuintet etc.)
- **Take and post videos of musicians taken while musicians are NOT playing their instrument.** This can include teaching, talking, interacting with students and staff, etc. Please be sure to get the musician's permission. **Please note that** Instagram videos can only be 3 – 60 seconds long

Instagram Don'ts

- **Don't take and/or post video of musicians playing music**
- Don't link to other pages



Twitter Do's

- **Tag** whichever school you are associate with if they have a Twitter (@SunkistElementary), @ will remain and link to partner's Twitter
- **Tag @PacificSymphony**
- Include a photograph if possible
- Quotes from participants or musicians are fun
- Hashtag a couple relevant topics (#MusicInSchools #ClassAct)
- Link to other pages if needed (relevant articles, videos, etc.)
- Feel free to **share existing videos from Pacific Symphony YouTube Channel, Facebook, etc.**
- **Take and post videos of musicians taken while musicians are NOT playing their instrument.** This can include teaching, talking, interacting with students and staff, etc. Please be sure to get the musician's permission

Twitter Don'ts

- **Don't take and/or post video of musicians playing music**
- Don't exceed 280 characters

In addition to the above guidelines, we strongly encourage all schools to follow and adhere to standard privacy practices and procedures, including consulting their school and district guidelines concerning posting to social media, especially in regards to posting pictures and videos of minors.