

Bixby Basketball - Social Media Policy

Social Media policy => June 2019 - Twitter, FB Page and linked FB Group

1. 8th, 9th and JV Teams:
 1. Post Final Scores, team pics, scoreboard pic
2. Varsity Squads
 1. Scores by Quarter / Half / Final
 2. include (if possible) - player stats, highlights, news write-ups....
3. Team parent/rep to send info from games to a “social media officer”
4. Account ‘Follow’ guidelines:
 1. all current / former BB players, coaches, admin and other Bixby PS sports, activity and school accounts
 2. Opponent and BB player AAU team accounts
 3. BB ‘alumni’ playing sports collegiately or other activities and their ‘school’ accounts
5. Account ‘Like’ guidelines:
 1. all AAU team account mentions / tags / features BB player (s). (2 or less)
 1. exceptions for ‘RT’ / Share might be - like 3-5 BB players on ONE team
 2. Parent / Player posts about their BB player
1. RT / Share Guidelines: good for the ‘whole’ of BHS basketball teams or programs
 1. ‘BB’ varsity players who get recognition, offers, other activity, etc.
 2. ‘BB’ alumni playing collegiate sports / other activities
 3. Other BHS news, sports and student activity account ‘successes’
 4. Oklahoma HS basketball news
 5. If an AAU / Summer team has 3 or more BB players
 6. encouraging / motivational content — (Head Coaches & Staff give input on this focus to Social Media Team)