



Social Media *Guidelines*

Regina Catholic Schools

2025





Social Media *Guidelines*

These guidelines are intended to protect Regina Catholic Schools (RCS). The guidelines follow the USCCB's and Dioceses of Davenport guidelines. All posting and accounts must also follow the Regina acceptable use policies and codes of conduct.

Regina Catholic Schools allows for **Facebook, Instagram, and Twitter/X accounts**. Regina does **not allow** for **TikTok accounts** to bear the school name.

The background of the slide features a faded image of two young women. The woman on the left is holding a white and yellow sneaker, while the woman on the right is holding a pink and yellow sneaker. They are both looking towards the camera.

Creating New *Regina Social Media Accounts*

Individuals may not create social media accounts in the Regina name.
Requests for new social media accounts can be made [here](#).

Current Regina *Social Media Account(s)*

All social media accounts must be registered with Regina's Marketing and Communications Department.

This includes passwords and login information. Accounts that are not registered will be sent to Meta/X for closure.

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All social media accounts must have a minimum of **two (2)** adult administrators, RCS main account may be one of the adult administrators.

Regina Catholic Schools' Meta Accounts will be an owner of all Facebook Pages and Instagram Accounts.



Social Media Etiquette & Reminders

Social media accounts bearing the Regina Name represent RCS and not the personal opinions of the individual(s) running the account.

Assume anything that is posted to a social media account can be accessed by anyone and available forever.

Behavior that does not meet the standards of the school or would be inappropriate in the school are also unacceptable online. OR Online behavior should follow the REGAL Way.

Pay close attention to the social media security settings.

Seek consent from the Regina Marketing and Communications Department before using logos and mascots. Please refer to the Branding Guidelines for more information.

Confidential student and employee information shall not be posted online or on any social media. Individuals' privacy will be respected in use of social media.

Posts will not include identifying information of minors including age, address, email address, or telephone numbers.

Images of students that are on the do not use image list MUST NOT BE POSTED on social media. For a copy of the list, please contact jaecee.hall@regina.org.

Davenport Dioceses

“Rules of the Road” For Social Media

- Abide by diocesan/parish guidelines.
- Know that even personal communication by church personnel reflects the Church. Practice what you preach.
- Write in first person. Do not claim to represent the official position of the organization or the teachings of the Church, unless authorized to do so.

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- Do not cite others, post photos or videos of them, link to their material, etc., without their approval.
- Practice Christian charity.

- Identify yourself. Do not use pseudonyms or the name of the team, program, etc., as your identity, unless authorized to do so.
- Abide by copyright, fair use, and IRS financial disclosure regulations.
- Do not divulge confidential information about others. Nothing posted on the Internet is private.



Social Media *Best Practices*

#TheRegalWay #Regals #GoRegals #ReginaCatholicSchools #ReginaRegals #IowaCityRegina

Read your captions

Check for spelling

Make sure no students on the no picture list are being shown

All photos and captions must comply with the social media guidelines

Tag the Right People

(Every Time)

- Tag **teams, clubs, school accounts, and partner organizations.**
- Tag **local news stations, sports outlets, alumni pages, diocesan accounts, or school associations.**
- *Tip:* If it's a standout moment: an award, game-winner, or performance, **tag people who repost highlight content.**

Make It Easy For *Others to Repost*

- Post **clean, high-quality visuals** that others want on their own feed.
- Use **simple, one-line captions** that are easily screenshot or shared.
- Provide **clear repost instructions** in your caption or DM (e.g., “Feel free to repost + tag us!”)

Use Shareable *Formats*

- **Instagram Reels & Stories:** Highest engagement and reshare rate
- **TikTok-style edits:** If appropriate, using clean audio and high-energy visuals
- **Quote graphics, quick wins, behind-the-scenes moments**
 - Think: “Why would someone want to share this with their friends?”
- *Tip:* Keep vertical videos under 30 seconds. Fast-paced, with music or clean voiceover, gets more interaction.

Create Moments People *Want to Share*

- **Celebrate students** by name and image (with permission)
- Post **game-winners, buzzer-beaters, ovations, crowd chants, surprise reveals**
- Capture **student voice**: fun mic'd-up moments, hallway interviews, or “What’s in your bag?” videos
- Turn **ordinary events into highlights** with music and energy

Post At The *Right Times*

- **Before School (7–8 a.m.)** – Parents, teachers
- **After School (3–5 p.m.)** – Students scrolling
- **Evening (7–9 p.m.)** – Best for reach and shares
- *Bonus:* Post live or immediately after a moment for max traction (like buzzer-beaters or student reactions).

Ask For *The Share*

- Include callouts like:
- “Tag a teammate who did this with you.”
- “Repost to your story if you were there!”
- “Drop this in your team group chat.”
- Encourage teams, coaches, and students to **reshare on their own stories.**

Try Student Led *Content Series*

- “Day in the Life”
- “Mic’d Up Monday”
- “Fast 5 with a Freshman”
- “Hype Reel of the Week”
- “Coach Quote Friday”
- *Let students tell the story, it’ll get reshared naturally.*

Recap The *Viral Formula*

- 🎯 Clear focus (highlight a person, moment, or idea)
- 📱 High-quality video/photo
- 🎵 Music or captions to match the vibe
- 🏷️ Smart tags + hashtags
- 🙌♂️ People in the content WANT to share it

Get in *Touch*

If you have any questions, we
would love to hear from you.

✉ jaecee.hall@regina.org

🌐 www.regina.org

