The parents, teachers, students and members of your community use social media to stay connected. The statistics speak for themselves:

**71% of Americans use social media (Pew Research Center, 2014).**

**71 million**
Americans check social networks “several times per day” (Arbitron, 2013).

- **Facebook**
  - One in six people use Facebook.
  - 350 million photos are uploaded to Facebook every day.
  - The average American Facebook user is 41 years old and has 228 friends (CNN, 2014).

- **Instagram**
  - 70 million photos are uploaded to Instagram every day.

- **Twitter**
  - NEWS SOURCE & EXCHANGE
  - 500 million Tweets are posted to Twitter every day.
  - 76% of Twitter users log in via mobile devices (Twitter, 2014).

**Connect with OSBA**
www.facebook.com/osba.org  
Twitter: @osbanews  
LinkedIn: oregon-school-boards-association

**Questions? Contact:**
Rachel Fleenor  
Marketing/Social Media Consultant  
rfeenor@osba.org
OSBA Social Media Guidelines

The Oregon School Boards Association makes every reasonable effort to ensure that its social media pages contain only content appropriate to serve its mission of improving student achievement through advocacy, leadership and service to locally elected, volunteer school boards.

The nature of social media sites presents third parties the opportunity to post content over which OSBA has no control, which may be offensive, inappropriate, and/or in violation of OSBA’s policies and regulations.

Examples of “offensive” posts include those that are violent, obscene, profane, hateful or racist. Once identified, such content will be removed as promptly as circumstances allow and the person who made the post will be banned and reported to law enforcement as appropriate.

Examples of “inappropriate” posts include comments that threaten or harm the reputation of any person or organization, advertisements or solicitations of any kind, comments that suggest or encourage illegal activity, multiple off-topic posts or repetitive posts that are copied and pasted, and personal information including, but not limited to, email addresses, telephone numbers or mailing addresses. These posts may be removed and the person who made the post may be banned at the discretion of OSBA staff.

OSBA does not sponsor or endorse any content posted on its social media sites by third party users.