

## Response to Questions on the FY 2017 Budget

**Request By:** Supervisor Herrity

**Question:** Who is the owner of #IamFCPS? Also how much has FCPS spent on videos / the PR campaign using #SaveFCPS and #IamFCPS?

**Response:** The following response was prepared by Fairfax County Public Schools (FCPS):

FCPS pays no fees for the use of Twitter, Facebook, or YouTube. Hashtags (#) are developed organically and there is no “owner” of a hashtag. Hashtags are often utilized on Twitter as a method to “tag” information of similar content posted by any user on any topic on Twitter. A user may then click the hashtag and find all posts by any users that have chosen to utilize the hashtag. The #IamFCPS hashtag is an effort being led by parents and community groups without direction from any FCPS staff. The #SaveFCPS hashtag has been utilized by FCPS staff in tagging FCPS budget information and educational materials for the community.

Community engagement is an important aspect of the FY 2017 budget process. The Office of Communications and Community Relations (OCCR) was asked to provide materials that inform and educate the public with regards to the budget. In response, the OCCR produced a video about the FCPS budget. This video was created using staff time and is within the usual scope of work for this office.