**Title**: **1100 Social Media Use**

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|  | **1100 Social Media Use**  Our school community members use social media platforms to connect with prospective families, current families, students, and alumni. This may include promotional materials, educational content, and school activities, amongst others.  Our schools use various different social media platforms to do this. Faculty, staff, students, and the school community are all expected to show respect and take privacy of others into careful consideration.  Social Media platforms should be used strategically for the advancement of the school. Posts should showcase the school as a whole: its core values, unique strengths, achievements, and contributions to the community.  **1100.1 Compliance with Policies and Law**  All posts on any social media platform should adhere strictly to this policy, as well as legal regulations and safeguarding protocols. All posts must comply with relevant laws and regulations to mitigate potential risks and uphold the school’s reputation.  **1100.2 Approval by Administration**  Posts must undergo review and approval by school administration before being published. This is to ensure the content aligns with the school’s mission, values, and policies. This is also to safeguard any privacy issues that may arise.  If any teacher wishes to post any content of classes, practices, or in-school interactions on social media, please send to school administration for proper review to be posted.  **1100.3 Privacy and Safety**  The privacy and safety of students, parents, and staff/faculty is a priority at every school.  To ensure the safety of our community, schools will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.  Photos of students will not be posted on social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students automatically opt-in.  Students, faculty, and staff should similarly respect each other’s confidential information in addition to brand and copyrighted material.  *School Personnel are to never use photos or names of students on your own personal accounts.*  **1100.4 Content Relevance**  All posts must be directly relevant to the entire school community. This includes, but isn’t limited to, sharing information about upcoming school events, notable achievements, important announcements, academic updates, extracurricular activities, and any other topic pertinent to all students, parents, and staff members alike.  School events should be promoted such as sports games, performances, fundraisers, and parent-teacher meetings.  This content should emphasize the positive values of the school by promoting inclusivity, respect, and kindness. Student names should not be visible on any student work. When recognizing student achievements, only use a student’s first name.    **1100.5 Accuracy and Clarity**  All posts must be accurate and clear. Verify any information before sharing. All posts must also be given in language that is clear, concise, and appropriate.  **1100.6 Respectful/Positive Tone**  All communications must maintain a respectful and professional tone. Use of inflammatory language, offensive content, or anything that could be perceived as disrespectful to members of the school community is prohibited.  **1100.7 Visual Appeal**  All communications should consider their visual appeal, before being posted. Use of high-quality images, graphics, and content is encouraged. Schools should make use of school colors/brand when posting.  **1100.8 Consistency**  Schools will establish and maintain posting schedules to keep the school community well-informed.  **1100.9 Foster Engagement/Monitor Comments**  Schools will actively engage the community through positive interaction on posts. Engagement looks like: inviting feedback, asking questions, and fostering discussion.  Whether positive or negative, it is important for schools to respond to comments on our social media posts. Responses to comments or questions asked by community members are only to be made by school administration  Any comment that violates community guidelines or school policies should be addressed or removed to maintain a health and constructive online environment.  **1100.10 Appropriate Access**  Administrative privileges on the school’s social media platforms should be limited to authorized personnel only. |