



## **Challenge Charter School: Social Media Policies for 2023-24 Academic Year**

Challenge recognizes that many of our staff, scholars, parents, and community members are active social media users. As a school, we are also incorporating social media as part of our communications strategy.

The purpose of these guidelines is to help you to participate online in a respectful, relevant way that protects your reputation and the reputation of Challenge.

For the purposes of this document, social media includes, but is NOT limited to, social networking and media-sharing sites such as Facebook, Twitter, Instagram, Snapchat, LinkedIn, TikTok, Vimeo, and YouTube. It also includes blogs, comments on websites, discussion forums, and any other activity online involving connecting or communicating with other users.

These guidelines complement, but do not replace, any existing policies regarding the use of technology, computers, email, and the Internet that are in place at Challenge.

### **Your Personal Responsibility**

We encourage responsible participation in social networking sites, subject to existing policies concerning the use of social media during work hours and other applicable policies, including, but not limited to those concerning non-discrimination, anti-harassment, anti-bullying, and copyright/fair use. **Please consider the very public forum you are participating in and act in a way that properly represents both your professional reputation and the school.**

You are responsible for all content you post. "Content" includes personal comments, links, photographs, audio or video, and content created by other users that you choose to share or repost. Communications that would be deemed inappropriate or actionable if they occurred inside, or outside of the classroom do not become acceptable merely because they are made online. Remember that once posted, you cannot take it back.

Express your ideas and opinions in a respectful manner. Seek to build trust and responsibility in your relationships. Avoid insulting others, including students, staff, parents, our extended school community, or other school districts. Do not use racial slurs, innuendos, obscenity, or other inappropriate content. Avoid posting, sharing, commenting, or otherwise engaging in rumors or unsupported information. Represent the school and

the scholars and parents you serve in the best light. Your posts and comments should help build and support the school community.

**As an employee of this school, the content you post should not include provocative photographs, sexually explicit messages, content showing or promoting the excessive or irresponsible consumption of alcohol or use of illegal drugs, or any activity students are legally prohibited from doing.** Remember, even with privacy settings in place, your content could be seen by scholars or parents or find its way into the public realm.

The lines between public and private, personal and professional are blurred in the online world. When you are online, you may be connected to colleagues, scholars, parents, and the school community. Sometimes those connections may be direct and obvious. Other times the connections may be indirect or via mutual connections. Your online behavior should reflect the same standards of honesty, respect, and consideration you apply offline.

Protect your privacy. You are responsible for understanding and controlling privacy settings on each social network you use. Always assume default settings will make your profile and any content you share publicly accessible. You should also understand that even with maximum privacy settings, content can still find its way into the public domain.

Use your personal email addresses on social networking sites and while engaging in other off-duty social media activities.

While Challenge respects the rights of its employees to exercise their rights, employees should not make any derogatory statements about colleagues, scholars, or scholars' family members or other comments that would reflect badly on your professional reputation or the reputation of the school. If you have a legitimate complaint or problem, use the proper reporting channels to address the issue as outlined in this handbook.

### **Employee-Student Relations on Social Platforms & Personal Devices**

Challenge recognizes the role that communication and collaboration between employees and scholars play in the educational process and experience. The school further recognizes that the advancement of electronic communication and social media technologies creates greater opportunities for interactions between employees and scholars, and provides these additional guidelines for your own and our students' protection.

Employees should not send or accept friend or follower requests from any scholar or use personal social media accounts, personal email accounts, or personal phones to engage with underage or any active Challenge Charter scholars. This includes private messaging or texting through social media or phones. **Correspondence with scholars should be limited PRIMARILY TO ParentSquare and on occasion to the school-issued email and Google Suite applications used at Challenge.**

Challenge recognizes there may be certain limited exceptions, such as a scholar being a family member or relative.

### **Media Releases**

Our Media Release policy is issued for our scholars via our annual Parent/Scholar Handbooks. The release covers sharing photos and/or videos on our website, social media, advertising, and news outlets.