

Extracurricular Clubs Social Media Policy

This policy is designed to guide extracurricular coordinators in the use of social media.

Definitions

Social Media is defined as any electronic tool that allows for social, interactive, and connective communication and learning, allowing for but not limited to:

- Video and photo sharing (YouTube, Slideshare, Flickr, Vimeo),
- Social Networking (MySpace, Facebook, Ning, Twitter, LinkedIn, Foursquare)
- Blogging,
- Micro-blogging (Tumblr, Posterous)
- Use of a Wiki,
- Instant messaging,
- Use of Short Message Service (texting), and
- Web conferencing (ConnectNow, DimDim, TinyChat, Skype).

RMA Representative is defined as any officer, leader, or director of any extracurricular group who may not be employed by the school but still represents the school to the community.

Context

River Mill Academy (collectively RMA) recognizes the importance of social media tools both when used as a curricular resource, and as part of a larger communication network, that fosters education and personal growth, as well as institutional development. This policy is meant as an application of the principles of respect and reverence for every person, and the development of the community.

Interacting with people online is no different than interacting with individuals face-to-face in that anyone representing RMA are expected to maintain the respect, dignity, and professionalism that is consistent with our mission, and act with concern for the safety and protection of students, RMA, and themselves.

Policy

With specific regard to social media, as a representative of RMA, you must:

- Understand that you are accountable for your postings and other electronic communications that are RMA-related — particularly online activities conducted with a school email address, or while using school property, networks or resources, or while discussing school-related activities.
- Recognize that:
 - your ability to serve as a positive role model for students and as a representative of RMA is a critical aspect of your involvement;
 - social media activities may be visible to current, past, or prospective students, parents, colleagues, and community members; and
 - you must exercise discretion when using social media (even for personal communication) when those communications can reflect on your role with RMA.

Guidelines

1. Use of social media for marketing/alumni relations purposes.
 - a. RMA Representatives may not engage in official marketing through their personal social media accounts without the express approval of the Principal. For example, the President of a RMA extracurricular group may not, on their own, create an alumni page for RMA on their personal blog.
 - b. Class blogs, Facebook pages, Twitter accounts, wikis, podcasts or other social media tools used by an RMA Representative for extra-curricular purposes must be actively monitored for proper online etiquette and adherence to US copyright laws and should have at least on adult administrator.
2. "Friending" students
 - a. RMA Representatives are urged to use extreme caution in connecting to students, alumni, and parents using social media; there are legitimate reasons and uses for these connections, but personal boundaries all around need to be respected.
 - b. RMA Representatives must be mindful of the power dynamic involved in making Friend requests, and must leave that to students.
3. Non-school-related "friends"
 - o Remind other members of your social network of your position as an RMA Representative whose profile may be accessed by students and other members of the school community. Please ask them to monitor their posts to your network accordingly.
4. Posted content
 - o Exercise care with personal profile data and posted content, to insure that this information does not reflect poorly on your ability to serve as a role model or otherwise create a conflict of interest.
5. Privacy settings
 - o Inherent in social media technology is the capability to limit access to profiles and posted content. RMA Representatives are encouraged to check their privacy settings on a regular basis to ensure that they are revealing only what they wish to, only to those they wish to reveal it.
6. Protecting confidential information
 - o No social media posts may communicate any confidential information.
7. Use of logos, trademarks, and intellectual property
 - o RMA representatives are not permitted to use the school's logo, trademarks, official photographs, or any other intellectual property or proprietary materials in any postings to social media without the consent of the Principal.

Extracurricular Clubs Social Media Policy
Approved by the Board of Directors


Chairperson

6-20-2013
Date