

**BONNEVILLE ACADEMY
USE OF OFFICIAL (School-Owned) SOCIAL MEDIA
POLICY & GUIDELINES**

Purpose:

This policy is to provide guidelines for behavior and retention on all forms of social media for school-owned social media accounts. Bonneville Academy recognizes the important role that social media plays in the school-community relationship. Social Media is a practical and efficient channel for communicating important information to stakeholders, including parents and the larger community. Although the school's website is the authoritative source for information about the school, the school's social media accounts often constitute the front line of official communication with the public. Use of official social media accounts requires accountability, self-discipline, etiquette and skill. Access to these accounts should therefore be limited to specific individuals with specific, well-defined roles. Participating in the social web on behalf of an organization is a serious professional opportunity and must be treated as such. Bonneville Academy will maintain a Facebook Page, Instagram Profile, YouTube Channel, Twitter, and a Facebook Group to be used and maintained by the PTO.

Policy:

1. Employees and representatives of Bonneville Academy will conform to all appropriate laws and regulations when utilizing social media channels.
2. Bonneville Academy will create and maintain various social media accounts as deemed appropriate by the Board of Directors for the school's audience. Any new platform must be authorized by the Board before accounts are created. The board must approve any activation or deactivation of accounts prior to being creating, deleting or archiving accounts.
3. Access to official social media accounts will be limited to staff appointed by the School Director, Board Co-Chair and the PTO President.
4. Answers to questions and interaction between the public and the school must be answered as the school account not a personal account.
5. PTO Board representative may only make PTO-related posts.
6. Board member access to official social media accounts is exclusively for purposes of governance. Board members with access to official school social media accounts will not post to the account, comment under the auspices of the account, or react to posts under the auspices of the account. Exceptions will be made in extreme cases where an administrator is on warning or an administrator's posting violates this policy.
7. Official accounts will not share personal pages or posts to their timelines.
8. Official accounts will use discretion when sharing third party, non-personal posts to their timelines (see Guidelines).
9. Official accounts will not comment on or react to third party postings.
10. Postings to official social media channels shall not include content that may be deemed political, polarizing, controversial in any way, or that represents the mood, political bias or philosophical leanings of the individual poster.
11. Official social media channels will not be used for personal marketing.

12. Postings to official social media channels should adhere to the style guidelines enumerated in the Guidelines section below.
13. Ultimately, the poster takes sole responsibility for what they post to official social media channels. Violating any part of this policy will result in immediate loss of access to all official social media accounts.
14. All social media accounts will be downloaded and backed up annually.

Guidelines

- A. Official social media should be used to provide unique perspectives on what is happening at the school. Posts should be written in an interesting, educational manner.
- B. Write shorter entries more often to show you are engaged.
- C. Post meaningful, polite and respectful comments.
- D. Take any conversation that is not immediately applicable to the general audience offline.
- E. Do not pick fights or engage in irrelevant discourse.
- F. Do not post or comment as an individual. You are not you when using official Bonneville Academy channels. You are Bonneville Academy.
- G. Do not respond negatively to comments with which you do not agree.
- H. Properly attribute all content. Do not repost copyrighted material (including graphics) and use links to original sources as appropriate.
- I. User proper grammar, punctuation and appropriate paragraph spacing.
- J. PTO Board representative will preface their posts as PTO-related and coming from the PTO President.