

Social Media Policy

The JVL Wildcat Academy Charter School (“JVL Wildcat”) has a clearly stated mission in pursuit of the public good, and all communications will support that mission. This policy governs the publication of, and commentary on, social media by those who use a professional identity to represent the JVL Wildcat on social media. This policy is intended to supplement but not replace any applicable existing or future policies regarding the JVL Wildcat’s use of technology, computers, e-mail and the internet.

Social Media Objectives

Social media allows individuals to communicate information, share personal stories and express opinions about particular topics. The JVL Wildcat regards blogs and other forms of online media primarily as a way to connect and build relationships with individuals. The JVL Wildcat’s objectives are to do the following:

- Supplement existing marketing outreach and communications
- Increase name recognition of the JVL Wildcat in the community
- Provide information to the community on school events and activities

Use of Professional Identity

Those who use a professional identity to represent the JVL Wildcat includes any individual who does the following:

- Identifies himself or herself as an employee or agent of the JVL Wildcat
- Identifies the JVL Wildcat, or one’s past or present affiliation with the JVL Wildcat, as the source of one’s expertise and/or knowledge of a subject
- Uses the name or logo of the JVL Wildcat in any profile or description

Definition of Representing the JVL Wildcat

Those who represent the JVL Wildcat include any individual who does the following:

- Attends an JVL Wildcat event or other event on behalf of the JVL Wildcat
- Speaks on behalf of the JVL Wildcat at an event
- Authors an article, blog post, commentary or social media post
- Represents the JVL Wildcat as a volunteer
- Serves as a member of a board or committee of the JVL Wildcat

Social Media Administration

Professional social media identities must be approved by the Chief Financial and Operating Officer. Employees may not create social sites, pages, profiles, groups, events or identities on behalf of the School without prior authorization. The Chief Financial and Operating Officer, Assistant Principal, Director of Compliance and Director of Internship are responsible for monitoring social media posts on a daily basis, posting and approving posts to all social media sites. The Chief Financial and Operating Officer is responsible for responding to posts regarding the school and enrollment.

Policies for Use of Professional Identity on Social Media

Those who use a professional identity to represent the JVL Wildcat should follow the policies as listed below:

- A. Clearly state who you are and your relationship to the topic, particularly if you are participating in a professional or community discussion. If you identify the JVL Wildcat as your employer, ensure that your profile and related content is consistent with how you wish to present yourself with colleagues, board members and donors.
- B. Be aware of your association with the JVL Wildcat when using your professional social media identity or representing the School in online communications, or using your personal Facebook account, blog or Twitter account. Write in the first person. While you are a representative of the JVL Wildcat, it should be clear the views and opinions expressed by you are yours alone and do not represent the official views of the JVL Wildcat.
- C. Adhere to the JVL Wildcat's brand platform for messaging.
- D. Do not tag others in pictures without their permission.
- E. Do not post topics or comments that may be considered objectionable or inflammatory. Inappropriate posts or comments will be removed from the JVL Wildcat's social media pages, sites and groups. Inappropriate content includes spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of the JVL Wildcat.
- F. Comply with the Terms of Service of each online site you use.
- G. Respect copyrights and fair use. Make sure you have the right to use something with attribution before you publish. Cite and link to your sources. Respect all laws governing the use of copyrighted material. Never quote more than short excerpts of someone else's work without permission and always attribute such work to the original author or source. Best practice is to link to others' work, not to reproduce it.
- H. Adhere to the JVL Wildcat's confidentiality policies. Protect confidential and proprietary information. Do not post or report on conversations, decisions, or events that might be considered private or internal to the JVL Wildcat. Do not discuss information that has not been made public. Do not discuss internal personnel issues or confidential information about any of our program beneficiaries, donors, volunteers or other stakeholders. Do not

discuss our donors, their gifts, or the charitable activities they support without first obtaining their permission. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for program beneficiaries or donors so long as the information provided does not violate any non-disclosure agreements that may be in place or make it easy for someone to identify the donor.

Disclaimer

Nothing in this policy should be construed to prohibit employee rights under the National Labor Relations Act or any other regulation.

Enforcement

Failure to follow the JVL Wildcat's Social Media Policy may lead to disciplinary measures, up to and including dismissal from the volunteer position, or termination of employment.

Acknowledgement

I have read the above policy and understand that it applies to me as an employee, director, volunteer or other representative of the JVL Wildcat.

Signature:

Date:

Printed Name:

Approved: September 20, 2018