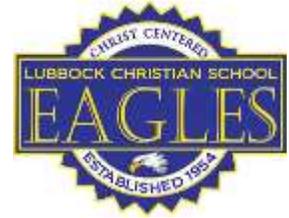


Lubbock Christian School

Social Media Policy and Guidelines



I. PURPOSE

This policy has been created to assure that information disclosed by Lubbock Christian School (LCS) and its employees is timely, accurate, comprehensive, authoritative, and relevant to all aspects of the Lubbock Christian School community. In accordance with the LCS mission for providing a quality environment in which each student will grow in wisdom and stature and in favor with God and man, this policy will provide the framework to facilitate the appropriate dissemination of information. Adherence to this policy is required for all online communication with LCS branding or affiliation.

SCOPE

This social media policy applies to all LCS employees, teachers, students, Board Members, auxiliary personnel, and any affiliated groups/organizations. This policy covers all social media and media platforms, social networks, blogs, photo sharing, online forums, and video sharing (including, but not limited to, Facebook, Instagram, Twitter, YouTube, and Google).

II. DEFINITIONS

Term: Social Media Account

Definition: Any websites, applications, and similar electronic means by which users are able to create and share information, ideas, personal messages, and other content (including, but not limited to, text, photos and videos) or to participate in social networking. Facebook, Instagram, YouTube, Twitter, Snapchat, and other social networking channels allow users to develop a personalized presence. When a user communicated through a social media account, their disclosures are attributed to their User Profile.

Term: Social Media Channels

Definition: Websites and applications which focus on communication, community-based input, interaction, content-sharing, and collaboration such as blogs, microblogs, wikis, social networks, social bookmarking services, user rating services, and any other online publishing platform that can be accessed through the web, a mobile device, text messaging, email, or other existing or emerging communications platforms.

Term: Professional Social Media

Definition: Professional social media is a work-related social media activity that is either school-based (e.g., an LCS athletic coach establishing a Twitter account for his/her team, a school department or LCS teacher establishing a blog for his/her class) or non-school based (e.g., a Texas Education Agency establishing a Facebook page to facilitate the department's administration of certain regulations).

Term: Social Media Disclosures

Definition: Social media disclosures are the actual communications a user distributes through a social media channel, usually by means of their social media account, such as blog posts, blog comments, status updates, text messages, posts via email, images, audio recordings, video recordings, or any other information made available through a social media channel.

Term: Hosted Content

Definition: Text, pictures, audio, video, or other information in digital form that is uploaded and resides in the social media account of the author of a social media disclosure. If you download content off of the Internet, and then upload it to your social media account, you are hosting that content. This distinction is important because it is generally illegal to host copyrighted content publicly on the Internet without first obtaining the permission of the copyright owner.

Term: Copyrights

Definition: Copyrights protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form, such as literary works, graphical works, photographic works, audiovisual works, electronic works and musical works. It is illegal to reproduce and use copyrighted content publicly on the Internet without first obtaining the permission of the copyright owner.

Term: Official Content

Definition: Publicly available online content created and made public by Lubbock Christian School, verified by virtue of the fact that it is accessible through the Lubbock Christian School website (<https://www.lubbockchristian.org/>).

Term: Controversial Issues

Definition: Issues that form the basis of heated debate, often identified in political campaigns as wedge issues, since they provoke a strong emotional response. Examples include political views, health care reform, education reform, and gun control.

Term: Cyberbullying

Definition: Cyberbullying is the use of electronic information and communication to bully a person, including but not limited to email messages, instant messaging, text messaging, cellular telephone communications, Internet blogs, Internet microblogs, Internet postings, Internet chat rooms, and defamatory websites.

III. SOCIAL NETWORKING GUIDELINES AND BEST PRACTICES

LCS continues to explore the ways in which online communication and collaboration through social media channels can empower teachers, students, parents, and staff. LCS understands the importance of these interactions in helping to communicate the highlights of academic collaboration and achievement. LCS is committed to continuing to explore new technologies and their best practices.

These Social Networking Guidelines and Best Practices will help the LCS community to make appropriate decisions about all LCS-related social media disclosures, such as posts and curated content, as well as responses to comments.

- When creating a social media account related to LCS (school groups, booster clubs, athletic programs, etc.), you must first receive approval from the Social Media Team. Any accounts for student-led activities must be supervised by an LCS employee.
- All professional social media posts and content published with LCS branding must conform to all applicable state and federal laws, as well as all LCS board policies and administrative procedures.

- Content must not violate copyright or intellectual property laws by publishing or distributing recordings, photos, images, videos, text, slideshow presentations, artwork, or any other materials without having express consent from the content owner(s).
- All LCS official content, published via social networking posts and uploaded media (specifically through, but not limited to, the LCS Facebook, Instagram, Twitter, and YouTube platforms), will be posted at the discretion of the Social Media Team. Content must meet the following criteria by:
 - having approval from, and being submitted by, the appropriate LCS employee responsible for the activity/content. Requests made directly from students, parents, or other third parties will not be accepted for submission.
 - promoting positivity and inclusivity for all LCS students.
 - serving to communicate information designed to inform the community of a specific event or activity, or to engage with the community by showcasing our students' and schools' accomplishments and achievements.
 - not specifically highlighting any one student, group, department, or event over the collective greater good.
- All social networking sites and hosted content are a direct communication channel of Lubbock Christian School and will be maintained consistently throughout the year.
- Postings and comments of an inappropriate nature (related to controversial issues or cyberbullying) or containing information unrelated to official LCS business shall be deleted promptly. Such postings must be reported, investigated, and authors will be disciplined as appropriate. Do not engage comment authors or further interact with the communication thread.

IV. FACULTY AND STAFF GUIDELINES

Personal Responsibility

- LCS employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time, and you must remember to protect your privacy.
- As with all online interaction, as an LCS employee, your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face. Consider your social media presence to be an extension of your classroom or office that thoughtfully and appropriately represents LCS's mission and core values.