

Bagby Home & School Social Media Policy

The Bagby Home & School (Bagby HSC or HSC) establishes the following policy to guide its social media efforts and activities. Bagby HSC is a non-profit, parent run organization.

I. Social Media objectives

- A. To actively inform and engage Bagby families about its programs and issues that may affect the school and/or students.
- B. To encourage a closer relationship between families
- C. To encourage volunteer participation in the HSC
- D. To encourage attendance at HSC programs and events

II. Social Media Presence

A. Bagby HSC's initial social media presence will be on Facebook. Before any social media platform is utilized on behalf of the Bagby HSC, it should be approved by a recommendation from the Board to the full body of the HSC and voted on. The Bagby HSC social media platforms will be maintained by Board members designated by the Board in accordance with the goal and objectives stated in this policy. No other HSC member or faculty member is authorized to post to any of the HSC social media platforms without prior approval from the Bagby HSC Co-Presidents.

B. All content to Bagby HSC social media platforms must be in accordance with the following intended uses:

1. Encouraging support and participation in the HSC
2. Distributing advance notices of HSC, Bagby, or District events and initiatives
3. Soliciting volunteers to assist with HSC events and initiatives
4. Encouraging participation in fundraisers, food/clothing drives, book fairs, recognition events, and other events and initiatives
5. Informing families about news, events, programs, or legislation that may affect the school or education
6. Recognizing special achievements or accomplishments of Bagby HSC members or Bagby faculty and staff
7. Recognizing Bagby HSC partner, sponsors, and supporters
8. Other uses as approved by the Bagby HSC Board and/or Bagby principal.

III. Social Media Prohibited Content

A. While the Bagby HSC does not seek to censor posts or limit freedom of speech on its social media platforms, all content must be in compliance with the HSC's policy and intended uses. Any content that is deemed to be prohibited or objectionable will be removed by HSC's Facebook page administrators. The following uses prohibited on any Bagby HSC media outlet, including social media platforms or newsletter:

1. Cyber bullying of any kind, including insulting, targeting, embarrassing or excluding any individuals, including but not limited to school board officials, school administrators, teachers, HSC members, students, parents or other individuals
2. Negative comments or reviews about any individuals, organizations, or associations
3. Discrimination of any kind on age, gender, disabilities, race, sexual

- orientation, gender identity, etc.
 - 4. Threats of physical or verbal abuse
 - 5. Inflammatory statements
 - 6. Allegations against persons or organizations
 - 7. Offensive language, including but not limited to ethnic, religious and racial slurs; profanity; sexually explicit language and the like; including acronyms of offensive expressions
 - 8. Partisan politics
 - 9. Candidate campaigns, or promoting candidacies
 - 10. Personal conversations
 - 11. Advertising for businesses, except to the extent that such advertising occurs in conjunction with fundraisers and/or recognition of HSC partners and supporters such as Family Dinner Nights or auction items
 - 12. Furthering an issue or product for personal or professional gain
 - 13. Airing grievances with school board officials, school administrators, teachers, HSC member(s), students or other individuals.
- B. Determination of prohibited use or objectionable content is at the sole discretion of the Bagby HSC Board and social media administrators.

IV. Photos, Videos, & Facebook Live

- A. Photos and videos may be uploaded periodically to the Bagby HSC social media platforms and/or website. A blanket statement will be added to every Bagby HSC event flyer that states, "Every participant is implying, with their attendance at said event, that they are granting permission for their photos to be taken and could be used on the Bagby HSC website and/or social media platforms." In addition, minors will never be identified or tagged in online photos by Bagby
- B. Beginning September 4, 2018, Bagby HSC will be utilizing Facebook Live to broadcast our general meetings. The Vice President for Communications, or his/her designee, will serve as the Moderator. Questions and comments from viewers will be moderated and must comply with section 3.A. and is subject to removal at the discretion of the Moderator. Not all questions will be answered during the meeting but will be addressed within 24-48 hours. Anyone wishing to vote on an item must be physically present at the HSC meeting. The HSC reserves the right to discontinue the use of this feature at any time, with or without notice.

V. Management of Social Media Platforms

- A. Responsibility for Bagby HSC social media platforms will be the responsibility of the designated board member as selected by the HSC Board. This role shall be reviewed annually and is subject to change without notice.
- B. Current HSC Co-Presidents are to remain administrators with full access on all social media platforms.

Approved May 2, 2017

Updated and proposed October 2, 2018 TRB, JM