

## 7009 - SOCIAL MEDIA POLICY

### **Policy Statement**

Odyssey Charter School, Inc. (“Odyssey Charter School” or the “School”) understands that social media has become an integral part of how people communicate in the 21<sup>st</sup> Century and is dedicated to ensuring that staff, administration, and representatives of the School utilize social media in a smart, effective, and appropriate manner. This Policy shall dictate who is authorized to make communications on social media on behalf of the School and shall provide guidelines for making such communications.

### **Social Media Platforms**

The School is authorized to create and maintain social media accounts on all social media platforms commonly utilized by the public and which would help to foster appropriate and worthwhile communications with parents, staff, students, and the community at Odyssey Charter School. Such social media platforms may include, but are not limited to, Facebook, Twitter, and Instagram.

### **Authorized Persons**

Only authorized persons may make communications on social media platforms on behalf of the Schools. Only the following individuals shall be authorized to access, manage, and make communications or posts using the School’s social media accounts: the Site Administrators, or their designee and any other individual who has been designated by the Governing Board (collectively referred to as “Social Media Managers”). Any person appointed a Social Media Manager should have a demonstrated knowledge of how to successfully and effectively operate and manage social media accounts. If there is disagreement between the Site Administrator and the Governing Board over who should be an authorized Social Media Manager, the wishes of the Governing Board shall prevail.

### **Guidelines**

All Social Media Managers shall make posts or other social media communications only in compliance with the guidelines set forth in this Policy. All Social Media Managers shall adhere to the following guidelines when utilizing Odyssey Charter School’s social media accounts:

1. The Social Media Manager shall strive to promote professionalism, decency, and respect for all individuals. The poster will avoid posting anything that could be viewed as obscene, offensive, harassing, or inappropriate.
2. The Social Media Manager shall avoid getting into confrontations or arguments with any individual.
3. The Social Media Manager shall, to the best of his or her knowledge, ensure the accuracy of all information being conveyed.

4. The Social Media Manager shall avoid making any announcements related to Odyssey Charter School unless the contents of the announcement have been firmly decided upon by the appropriate authority (i.e. Site Administrator or Governing Board) and have been authorized for dissemination to the public.
5. The Social Media Manager shall ensure that no photographs, video clips, or sound clips depicting Odyssey Charter School students are posted on a social media platform, unless the poster has been specifically authorized to do so by the student's parent or guardian. The School may allow parents and guardians to sign a general media release for such content.
6. The Social Media Manager shall ensure that all posts are non-partisan and avoid commentary on sensitive social and political issues.
7. The Social Media manager shall ensure that all posts respect the privacy of individuals and ensure compliance with state and federal laws regarding the privacy of sensitive student and employee information.
8. The Social Media Manager shall ensure that no posts discuss any proprietary or confidential information related to Odyssey Charter School.
9. The Social Media Manager shall ensure that all posts do not infringe any copyrights or trademarks.
10. The Social Media Manager will seek the approval of the Site Administrator prior to make any posts or communications on any social media platform which might be deemed controversial or sensitive.

#### **Authority to Require Take-Down or Clarification of Post**

The Site Administrator and the Governing Board shall each hold the absolute authority to require that any social media post be taken down if it is viewed as being in the best interest of Odyssey Charter School. If there is disagreement between the Site Administrator and Governing Board over any social media posts, the wishes of the Governing Board shall prevail. If the Site Administrator or Governing Board issues a take-down directive, the Social Media Manager in charge of the social media account shall quickly and diligently attempt to remove the post from all social media platforms. The Site Administrator or Governing Board may also require the Social Media Manager to make a subsequent post clarifying the School's position on the post that was taken down. These rules shall also apply to any comments made on an official Odyssey Charter School social media page by a third-party.

#### **Guidelines for Regulating Comments on Social Media Platforms**

Most social media platforms provide ways that users can comment on posts made by other individuals. As a general policy, Odyssey Charter School should encourage that students, parents, and staff bring any concerns they may have directly to the School's administrators rather than erring their concerns on a social media platform. When possible, Social Media Managers should attempt to disable the ability of other users to comment on any official posts made by Odyssey

Charter School. However, when comments are enabled, Social Media Managers shall enforce the following rules:

1. All commenters are expected to be respectful, civil, and show decency towards all other persons.
2. Odyssey Charter School reserves the right to remove any comments that are vulgar, hateful, mean-spirited, or otherwise deemed inappropriate.

Social Media Managers should ensure that they regularly monitor the comments on any social media page of Odyssey Charter School to ensure compliance with these rules. This may include turning on certain notification settings, when available, that will alert the Social Media Managers when a comment has been made. If any of the above rules are deemed to have been violated by a commenter, then the Social Media Manager may remove the comment.

If a comment is made that is critical of Odyssey Charter School or its staff, the comment should remain unless it violates one of the above rules. Social Media Managers may make a reply comment acknowledging that the individual's concerns have been heard, but any such reply comment should be limited, comply with the guidelines of this Policy, and avoid further escalating the situation. Social Media Managers must avoid getting into an online altercation with the commenter.

If a situation arises in any comment section that is viewed as becoming overly confrontational, the Social Media Manager should discontinue any further engagement with the commenters(s) and should consult with the Site Administrator regarding how to handle the situation. If a Social Media Manager determines that a commenter is engaging in harassment, the Social Media Manager should consult with the Site Administrator about the possibility of blocking that commenter from making additional comments or otherwise viewing the social media page.

If a third-party makes a statement about Odyssey Charter School that is false or inappropriate on a social media account that is beyond the control of the School, the Site Administrator or Governing Board may direct a Social Media Manager to report the post to the site administrator for the social media platform. Social Media Managers should avoid directly confronting the poster.

### Board Certificate

I hereby certify that the foregoing Policy was adopted by a majority vote of a quorum of the Governing Board of Directors at a duly noticed meeting held on November 20, 2019.

  
Board Member

Leslie Maloney  
Printed Name

November 20, 2019  
Date