

2017-18

Byrnes Guard

Social Media Policy

Social Media is everywhere for all of us – Facebook, Twitter, Instagram, Tumblr, etc are all part of our daily lives. Sharing information, thoughts, photos and other content is made easier every day through technological developments. When a student is affiliated with a nationally-recognized program at a nationally-recognized school, they understand that a public image comes with the package. Our behavior online and in social media content reflects not only on the individual associated with the account but on the greater image of the team. Students wear team apparel in public and in photos online – and their actions while in team apparel reflect back on the team, the band program and James F. Byrnes High School. Keep in mind that simply “unfollowing” or “not looking” at an account does not solve the issue of inappropriate content online. All online content is transparent and accessible by anyone online – and it is permanent, even in situations where companies insist your postings disappear.

Please note that this policy is not saying that your student is not allowed to have a Facebook, Twitter, Instagram, etc. What this policy is saying is – BE RESPONSIBLE and BE SMART. Your words and actions have an audience, they are permanent, and they have consequences. The staff asks that students, families, and school officials work together to create appropriate boundaries for students to express their thoughts and opinions within a safe and respectful social media/networking environment. Also know that anything you repost or retweet indicates that you agree with and promote the content within – even though you did not directly post or tweet the content, it reflects back on you.

The following policy gives guidelines on acceptable and unacceptable behavior online as well as guidelines for cell phone use.

Unacceptable Content/Behavior

- Foul, inappropriate, crude, or violent speech online: includes language and references to any inappropriate subject material in any postings online
- Any content that refers or infers to any violation of the policies and procedures of James F. Byrnes HS (use of tobacco/drugs/alcohol, inappropriate sexual behavior or language, hazing, stalking, references to violence or bullying in any nature, etc.)
- Photos, videos, or postings that reflect poorly on the guard or the school
- Inappropriate hand gestures or signals
- Posting in a negative or defamatory way about teammates, staff, directors, or any affiliated organizations including opposing teams/programs/schools

Acceptable Content/Behavior

- Fostering a team culture online: keeping disagreements off public forums and solving problems via direct communication, no “vague” references

- Taking 5 seconds and deciding if what you are posting is truly important enough; think of your social networking accounts as live microphones broadcasting to the world
- No phones out at any point during rehearsal or performance – lock up your phone in your purse and leave in your locker for the duration of any rehearsal or performance. Staff will let you know when it is appropriate to get your phone out on long rehearsal/show days

Consequences

- Agree to take down any postings that any staff member deems as inappropriate at any time
- Be aware that your postings may be monitored by staff and school officials
- Repeated violations of the policy will result in 1. Student/director conference, 2. Student/parent/director conference, 3. Suspension from a performance, 4. Removal from the team

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This portion of the policy should be signed and returned to the guard staff no later than June 1, 2017.

Please make sure both students and parents read through the policy together and create a conversation about the policies. It is very important for all parties to understand the transparency of this policy and the consequences set forth in the policy.

By signing below, both the student and parent/guardian understand the above policies and the resultant consequences. It is the staff's full intention to help create professional, appropriate and healthy guidelines for all parties involved, with each portion of the policy and guidelines being as transparent as possible. These policies are created for the 2017-2018 school year and for the members of the 2017-18 Byrnes Guard Program.

Student Name

Date

Parent Name

Date