

San Antonio Academy

Social Media Policy

August 2019

Just as the Internet has changed our world forever, social media has changed the way people communicate. Social media can take many different forms, including Internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, instant messaging, music-sharing, and voice over IP, to name just a few. Examples of social media applications include Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo, Pinterest, Snapchat, Yelp, Flickr, Wordpress – the list is endless and always changing.

When you are participating in social networking, you are representing both yourselves personally and SAA. It is not our intention to restrict your ability to have an online presence and to mandate what you can and cannot say. We believe social networking is a very valuable tool and continue to advocate the responsible involvement of all SAA employees in this space. While we encourage this online collaboration, we would like to provide you with a school policy and set of guidelines for appropriate online conduct and to avoid the misuse of this communication medium.

Policy Guidelines:

- Do not post any financial, confidential, sensitive or proprietary information about SAA, including its employees, or any of our students and families.
- Speak respectfully about current, former and potential students, families, employees and other schools. Do not engage in name-calling or behavior that will reflect negatively on your or SAA's reputations.
- Beware of comments that could reflect poorly on you and SAA. Social media sites are not the forum for venting personal complaints about supervisors, co-workers, or the school.
- As an SAA employee, be aware that you are responsible for the content you post and that information remains in cyberspace forever.
- Use privacy settings when appropriate. Remember, the Internet is immediate and nothing posted is ever truly private nor does it expire.
- Faculty and staff will not make their online profiles and information available to students or prospective students or accept friend invitations from current students.
- Faculty and staff are prohibited from posting images and videos of students while in the classroom, on campus or any other SAA-related activity to the teacher's or the parent's personal social media networks. The Academy does not have permission to use students in this format, and in doing so may violate the students' privacy.
- If you see unfavorable opinions, negative comments or criticism about yourself or SAA, do not try to have the post removed or send a written reply that will escalate the situation. Forward this information to me or your department head.
- If you are posting to personal networking sites and are speaking about job-related content or about SAA, identify yourself as a SAA employee and use a disclaimer and make it

clear that these views are not reflective of the views of SAA. *“The opinions expressed on this site are my own and do not necessarily represent the views of SAA.”*

- Be respectful of others. Think of what you say online in the same way as statements you might make in the classroom, to the media, or emails you might send to people you don't know.
- Do not post obscenities, slurs or personal attacks that can damage both your reputation as well as SAA's.
- Be aware that you are not anonymous when you make online comments. Information on your networking profiles is published in a very public place. Even if you post anonymously or under a pseudonym, your identity can still be revealed.
- If contacted by the media, refer them to the Director of Communications.
- SAA may monitor content out on the web.

Users who violate the Policy may be subject to discipline, up to and including termination of employment. If you have any questions about this policy or a specific posting out on the web, please contact the Head of School, or your department head.

Please sign and return to the Business Office:

I have received and reviewed The Academy's policy regarding social media.

Employee's Printed Name

Employee's Signature

Date

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