



Purpose for Social Media Guidelines

Carrollwood Day School understands that life in the 21st century requires adapting to changing methods of communication. Our school has policies and procedures for appropriate use of Social Media for parents and students. As part of the school community, parents and students of CDS also have a responsibility to engage appropriately with Social Media that is linked to the school. To this end, CDS has developed the following guidelines to provide direction for students and parents when using social media.

As an overall policy, Students and Parents may not create any social media accounts that use the Carrollwood Day School name or logo without the express written authorization of the Head of School. Additionally, the usage of the Carrollwood Day School athletic and school seal logos should only be used in accordance with school policies.

The spirit of this policy is to remind all that one's online personal profile is seen as one's public persona. This is a small community and we are all responsible for our behavior beyond the limits of the school day and campus borders. We ask that you be respectful of the opinions of others. Your posts and comments should help build and support the school community. Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face. While CDS will not go out of its way to search the Internet out of respect for the individual's rights, it is possible that negative or disrespectful behavior represented online could come to the school's attention and will be handled in accordance with the School's Honor Code and Bullying and Harassment Policy. Carrollwood Day School reserves the right to suspend or dismiss any student whose social or behavioral performance is deemed unacceptable and brings discredit to the student and/or the school.

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E-safety and social media conduct

Carrollwood Day School expects parents and students to behave in a civilized nature online and will not tolerate any of the following online behavior:

- Posting defamatory 'statuses' about fellow parents, pupils, the school, or its employees
- Complaining about the school's values and methods on social media

Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution. Carrollwood Day School retains the right to request any damaging material to be removed from social media websites.

Confidential Information:

Do not publish, post, or release information that is considered confidential or private. Online "conversations" are never private. Do not share photos or last names of any CDS children, other than your own, from school events, unless there is consent from that student's family. Do not share confidential information, internal School discussions, or specific information about students, staff, or other parents.

School Logos:

Obtain written permission before using any school logo or image. School logos (Athletic and Seal) may only be used in a professional capacity. When using social media for CDS or school-related purposes, please follow the CDS Style Guide. If you need assistance, please contact Marketing. If you wish to promote a specific CDS activity or event, please contact Marketing for permission to provide a link to the official CDS Social Media pages or website.

Individual Accountability:

CDS parents and students are personally responsible for the content that they post, share, and respond to online. When posting online, all information is considered representative of your views and opinions and not those of Carrollwood Day School.



Staff-Parent Relations:

We recognize that many members of our community are staff members as well as parents or past parents. With this in mind, we ask that parents join the social networking site of teachers and staff with discretion. Keep in mind that per CDS' Staff Policies, staff members are not required to accept invitations from parents, and are not permitted to 'friend' any students. Parents should respect each individual staff member's personal preferences concerning their social networks. You should never discuss sensitive School matters with staff or other parents using social media networks.

Privacy:

When posting, even on the strictest settings, parents and students should act on the assumption that all postings are in the public domain.

School Values:

CDS encourages parents to set and maintain high ethical standards in their use of social networking. Parents and students reflect a diverse set of customs, values, and points of view. Be respectful of the opinions of others in your posts or comments. Under no circumstances should offensive comments be made about students, parents, or staff nor the School in general. Your posts and comments should help build and support the School community. Do not comment on nor forward unsupported information, e.g. rumors.

And if you don't get it right...

Be sure to correct any mistake you make immediately, and make it clear what you've done to fix the mistake.

Apologize for the mistake if the situation warrants it.