



Stevenson High School Social Media Community Guidelines

Stevenson High School uses social media to share achievements, activities and other information related to the school and the community. Stevenson has the following official social media platforms, which are managed by the Public Information Office:

- Facebook (www.facebook.com/stevensonhs)
- Instagram (www.instagram.com/stevensonhs)
- Twitter (<https://twitter.com/stevensonhs>)
- YouTube (www.youtube.com/user/stevensond125)

School clubs, teams, departments and divisions are encouraged to create associated accounts on these social media platforms for the same purpose. Coaches, sponsors and division directors are responsible for monitoring associated accounts. The [Stevenson Social Media Directory](#) lists official and active associated accounts.

Content Standards

Material posted on official channels and associated accounts should reflect Stevenson's [Vision and Values](#), and should be consistent with the [Student Code of Conduct](#) (in the *Student Guidebook*), [Co-Curricular Code of Conduct](#) and [Acceptable Use Guidelines](#).

Concerns about safety or actions counter to either Code of Conduct should be reported to a [Student Services Student Support Team](#) member or reported anonymously using the online [Report Safety Concern](#) or [Report Bullying](#) forms. Public comments or direct messages are not an official method of reporting a concern.

Questions, comments and inquiries posted or sent to official accounts will be responded to on days and times when school is in session or during normal business hours. Content requests will be accepted and approved only if the material is consistent with specified standards. Comments on posts are allowed if they meet these guidelines.

Posting Requests

Information posted on official social media channels is an extension of information posted on the D125.org website and digital newsletters. Requests to post information about events, achievements and services should be [submitted via email](#) at least one week prior to anticipated posting date or within sufficient time for review. Posting requests submitted without sufficient review time will be rejected or posted at a later date. Internal requests for guidance on potential submissions will be accepted and are encouraged prior to extensive video production.

All submissions must:

- Address activities within the school or local community that may be of interest to followers, or showcase activities of individuals or groups within the school.
- Avoid the use of copyright-protected material including images, video, music or slogans.
- Contain material that is free of bias.
- Not be affiliated with a political party or organizations advancing beliefs contrary to the school's vision and values, or whose activities are outside the scope of the school.
- Be sized in a 16x9 format for Facebook and Twitter, and a 1:1 format for Instagram. Video length and file size should be consistent with the posting guidelines of the intended platform.
- Clearly outline all needed information including date, time, location and sponsoring group.

The Public Information Office will make the final decision on posting requests based on the material submitted, space availability, and social media platform considerations.

Public Comments

Followers of Stevenson's social media channels are welcome to comment on public posts. However, statements, graphics, links, videos or audio files that are not consistent with the student Code of Conduct, the [Co-Curricular Code of Conduct](#), [Acceptable Use Guidelines](#), or the following social media guidelines may be removed. Students violating any of these guidelines on or with school property, or while representing the school, may be subject to disciplinary action.

We do not allow:

- Obscene, racist, defamatory, libelous, vulgar, abusive, offensive or disrespectful comments or posts. Profane words include those that use symbols, abbreviations and alternative spellings.
- Posts that are threatening or demeaning to others or criticizing a specific person.
- Off-topic or disruptive interactions.
- Comments that include stereotypes of any group.
- Graphics or posts that raise privacy concerns.
- Posts that advocate illegal activity.
- Promotion of products, services, political organizations/campaigns, or religious beliefs/organizations.
- Infringement of copyrights or trademarks, including graphics, music and Stevenson High School logos.

Use of Direct Messaging

Direct messaging within a social media platform, for the purposes of asking a question or seeking clarification about an activity, is accepted although [email](#) is preferred. Content posting requests should be submitted via [email](#). Questions will be addressed in the order they are received, or when an answer is available, during normal business hours.

Comments and posts expressed by followers on our social media pages do not necessarily reflect the opinions or positions of the District 125 Board of Education, Stevenson High School, its employees or students. Individuals or accounts that interact with our social media channels may be blocked if they violate our guidelines.