McCallie School Social Media Policy

Overview

This policy is intended for all students, faculty, and staff who manage or contribute to official McCallie School social media channels. McCallie encourages its faculty and staff to be champions on behalf of the school. However, as the digital landscape continues to mature, we must have established policies and guidelines to ensure our brand and messaging is upheld.

What is social media? Social media includes all means of communicating or posting information or content of any sort on the internet. By "social media," we refer to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook or Twitter. Examples of social media include blogs, Twitter, Facebook, Pinterest, TikTok, YouTube, SnapChat, Instagram, WeChat, WhatsApp, Messenger, Tumblr, Reddit, QQ, Qzone, Sina Weibo, Baidu Tieba, Linkedin, Viber, Line, Telegram, Medium, Flickr, Meetup, FourSquare, etc.

Policies & Guidelines

Carefully read these guidelines to ensure your posting is consistent with McCallie's mission, values, as well as other policies. Whether or not you are acting on behalf of McCallie or using your personal social media accounts or blog to talk about McCallie always use good judgment. To ensure that our message, vision, and mission are clearly communicated, please follow the guidelines outlined below:

Authorized Communications

- To use or create official McCallie-owned social media accounts, our logos and or McCallie photos/videos on behalf of McCallie, you must be approved and trained. To be considered for account approval, please submit a social media account request form. If applicable, you will be contacted to discuss communication strategies specific to your department, club, or activity. If any of your social media channels are approved, you must then meet with the communications lead and/or social media strategist. During this

meeting, we will discuss social media policies at the school as well as strategy, goals, messaging, and best practices. All official social media accounts at McCallie School, with the name and contact information for the account manager, must be registered with the Marketing & Communications Office.

- This includes creating any accounts associated with the McCallie school including but not limited to: (Clubs, Organizations (student or faculty-led), Athletic Teams, Events, Performing Arts Organizations (e.g., Theater, music groups, music ensembles), and Parody Accounts)

Responsibility

The use of social media on an official McCallie channel must be managed responsibly. It not only reflects the entire school, but its faculty, its staff, its students, its student's parents, its alumni, its trustees, and its benefactors.

- Emergencies and Crisis Situations: In the event of an emergency or crisis situation, managers of official McCallie accounts are asked to share only information provided by the main McCallie School social media accounts and shared in official school messages. Sharing information found online or not approved by McCallie may lead to false, misleading, or confusing information that can potentially reach the community and spread online. Official accounts are also asked to delete or postpone any previously scheduled tweets or posts during an emergency or crisis situation.
- HIPPA/FERPA Violation: Social media account managers should take steps in advance to prevent the exposure of confidential medical or student information. Confidential information should never be posted online. Photos must be examined carefully to ensure no sensitive information such as social security numbers, personal information, addresses, or academic records can be seen.
- Student groups at McCallie may have different interests, attitudes, or opinions than the official McCallie social media accounts. Before retweeting or sharing content posted by others on official school channels, please review and ensure such content is accurate and reflects the school's position. (If you are unsure, please consult your department head or advisor for a second opinion)
- Fake Accounts: Employees should never create fake social media accounts or share false or misleading information through a school account.
- False Information: If you unintentionally post something that is inaccurate, correct it visibly and publicly as quickly as possible. Doing so will earn you respect in the online community. If you have questions about this, please contact the Communications Office.

Inactive Accounts

Official McCallie social media accounts must be continually updated and monitored. Accounts that have been inactive for more than two months (except for special occasions e.g., Summer Camps) may be subject to deactivation and deletion.

Social Media Account Ownership

This section isn't a social media principle, but it's still important enough to be in this policy. If you participate in social media activities as part of your job at McCallie on an account created for McCallie, that account may be considered McCallie property. If that account is McCallie property, you don't get to take it with you if you leave the school — meaning you will not try to change the password or the account name or create a similar sounding account or assert any ownership of the contacts and connections you have gained through the account. This doesn't apply to personal accounts that you may access at work but would certainly apply to all McCallie-branded accounts. If you have any questions about an account you operate, please reach out to the Marketing & Communications Office (jbaker@mccallie.org) to discuss the account in question.

Be Nice, Have Fun, and Connect

Social media is a place to have conversations and build connections, whether you're doing it for McCallie or for yourself. The connections you'll make on social media will be much more rewarding if you remember to have conversations rather than push agendas. McCallie has always been one of the top independent schools in the area and the United States. Social media is another tool you can use to build our brand; just be sure you do it the right way.

General Best Practices

Presence and Maintenance

Managing a social media account is a massive undertaking, and we expect those who do choose to be a manager to manage their accounts accordingly.

- Accounts at McCallie should be logged into a minimum of once per day to monitor and respond to posts, comments, questions, or mentions.
- Be present and responsive. Having an official account requires diligence and constant upkeep. This includes answering questions and monitoring comments. Establishing and then deserting or not regularly checking on a social media account is not allowed.
- The frequency of updates and posting varies for each channel. Utilizing a schedule or editorial calendar for posts can help you be more efficient.

    - Twitter: Post at least once per day.
    - Facebook: Good rule of thumb is posting once per day. Managers should log in each day to monitor tags, comments, and messages.
    - Instagram: A few times each week. Managers should log in each day to like and comment on users' photos and monitor comments or tags.

General Posting Guidelines

You should only post on behalf of McCallie or its affiliates in an official capacity where you have been explicitly authorized to do so. To ensure that all posts and comments align with our values and mission, please adhere to the following guidelines:

- Make sure all posts, articles, or comments align with our mission and values, and branding. If you have to question whether or not it does DON'T POST IT.
- When posting as a guest on a McCallie sponsored account, use only the pre approved hashtags. Below are examples of approved hashtags for a full list please contact the Marketing & Communications Office (jbaker@mccallie.org):
    - #WeAreMcCallie
    - #McCallieSchool
    - #OnTheRidge
    - #IAmMcCallie
    - #GoBigBlue
    - #McCallieAthletics
    - #onMcCallie
    - #McCallieAlumni

- #McCallieSummerCamps
- #HonorTruthDuty
- #McCallieFB
- #McCallieHoops
- #McCallieTennis
- #McCallieLacrosse

- Don't post sensitive, private, or confidential school information. (student names (unless approved), unannounced policy changes, unannounced school news, etc.)
- Respect Student/Family Privacy. Never give out personal student or family information. (e.g., personal addresses, personal emails, school emails, phone numbers, credit card information, etc.).
- Don't post photos or negative comments about our students, parents, alumni, benefactors, trustees, faculty, staff, or administration. (Photos must be preapproved and used on McCallie sponsored channels only.)
- Don't post comments about a coworker, student, parent, alumni, benefactor, or trustee that could be perceived as harassing, threatening, retaliatory or discriminatory.
- You may be legally responsible for the content you post, so respect brands, trademarks, and copyrights.
- Ensure your posts do not create a real or perceived conflict of interest. A conflict of interest exists if you have an interest outside of your work at McCallie that interferes with your job responsibilities or affects your judgment on behalf of McCallie.

Platform Specific Best Practices

Facebook

Managers of Facebook pages at McCallie must be able to check on the page at least once a day and should have enough content to post at the very least once a week. While it is considered a best practice to post once a day at least once or twice a week is doable. Each McCallie
Facebook page should have at least two staff or faculty members as admins. (Any student-run Facebook pages must have their faculty advisor listed as the admin.)

- Profile & Cover Photos: Your pages profile picture should be the official McCallie logo of said organization. If you do not have one, our Creative Director will be happy to put one together for you. Using official logos create uniformity of accounts. Your cover photos may be whatever you would like, whether it be a team picture, gameplay picture, etc.
- Avoid posting the same status updates on both Facebook and Twitter. Facebook and Twitter are different mediums and should be treated as such. Each platform boasts various types of audiences who respond to different tones and frequencies of posts the updates should be unique to each if you want to post the same information on both platforms craft each status so that it matches the style of the platform.
- Post Varying Content: Facebook's algorithm is designed to show content it thinks people want to see. By posting various types of content (texts, links, videos, photos), you are essentially posting something for everyone.
- Follow the main McCallie School Handle and other official McCallie accounts. It is good practice to follow other McCallie handles and share or like relevant information.

Twitter

Twitter is designed for frequent updates, engagement, and retweeting content. Account managers at McCallie must be able to login to the account at least once per day and should be able to post often and respond with some immediacy. At least two people per account should have the password to an official McCallie account.

- Listen & Respond. Monitoring is critical on Twitter. It is essential to listen consistently to those who have tagged McCallie in their tweets. Responding via likes and retweets is crucial to being successful on Twitter. It shows your account is engaged and eager to interact.
- Avoid posting the same status updates on both Facebook and Twitter. Facebook and Twitter are different mediums and should be treated as such. Each platform boasts various types of audiences who respond to different tones and frequencies of posts; the updates should be unique to each if you want to post the same

information on both platforms and craft each status so that it matches the style of the platform.

- Use Hashtags and Mentions. Two key elements of Twitter are the use of hashtags as well as mentions (the ability to tag others in tweets). A hashtag will allow users to join a greater conversation. A good rule of thumb is at least two relevant hashtags per tweet plus the hashtag #WeAreMcCallie. Using mentions to tag other accounts in your tweets gives them credit for the material and alerts them that they've been mentioned which can prompt a like, comment, or retweet.
- Follow the main McCallie School Handle and other official McCallie accounts. It is good practice to follow other McCallie handles and like or retweet relevant information.

- Follow Back. Following back, those who follow you is a great relationship builder. Encouraging interaction is vital, so following back relevant and appropriate followers builds goodwill with our audiences.
- Profile & Cover Photos: Your pages profile picture should be the official McCallie logo of said organization. If you do not have one, our Creative Director will be happy to put one together for you. Using official logos creates uniformity of accounts. Your cover photos may be whatever you would like, whether it be a team picture, gameplay picture, etc.

Instagram

All managers of Instagram accounts at McCallie should check on the account at least once each day and have enough content to post a few times each week.

- Utilize Hashtags. Like Twitter, hashtags are important on Instagram. Using hashtags in your photos means people who follow that hashtag can discover you and more people may see them. Be careful; too many hashtags can seem spammy.
- Interact with Other Accounts: Search for photos that may be relevant to your department or organization. Interact with those accounts by liking and commenting on photos that are relevant to you.
- Tag Locations. Tagging the location where the photo was taken gives some context to the image.
- Utilize Stories (When it's Appropriate). Instagram stories are special photos and videos that are seen by followers for just 24 hours. They appear at the top of the Instagram feed. When posting stories make sure to use the mention sticker to tag McCallie School so that we can reshare content on the main McCallie Instagram story.
- Follow the main McCallie School Handle and other official McCallie accounts. It is good practice to follow other McCallie handles and like relevant posts.
- Profile & Cover Photos: Your pages profile picture should be the official McCallie logo of said organization. If you do not have one, our Creative Director will be happy to put one together for you. Using official logos creates uniformity of accounts. Your cover photos may be whatever you would like, whether it be a team picture, gameplay picture, etc.