



TWELVE BRIDGES HIGH SCHOOL  
ATHLETIC DEPARTMENT  
SOCIAL MEDIA POLICY & GUIDELINES FOR STUDENT-ATHLETES

Playing and competing for the Twelve Bridges High School is a privilege. Student-athletes at TBHS are held in the highest regard and are seen as role models in the community. As leaders you have the responsibility to portray your team, your school, and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team.

Facebook, Twitter, Snap Chat, and other social media sites have increased in popularity globally, and are used by the majority of student-athletes here at TBHS in one form or another.

Student-athletes should be aware that third parties - - including the media, faculty, future employers, and university recruitment and acceptance officials - - could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the student-athlete, the athletic department and the TBHS. This can also be detrimental to a student-athlete's future education and employment options.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses etc.
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posters that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another institution; taunting comments aimed at a student-athlete, coach or team at another institution and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use).
- Content that glorifies the breaking of any criminal or educational codes, or promotes the breaking of any school or sport policies.



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If a student-athlete's profile and its contents are found to be inappropriate in accordance with the above behaviors, he/she will be subject to the following penalties:

1. A meeting with Athletics Administration, Parent, and Head Coach
2. Penalties as determined by the athletic department, including but not limited to possible suspension from his/her athletic team.

For your own safety, please keep the following recommendations in mind as you participate in social media websites:

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- Be aware of who you add as a friend to your site – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.
- Consider how the above behaviors can be reflected in all Facebook applications.
- Just because your account is set to private doesn't mean that images from it cannot be spread! Even things posted on private accounts are liable to the guidelines of this document.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as those of TBHS and the TBHS Athletic Department. Remember, always present a positive image and don't do anything to embarrass yourself, the team, your family or your school.

By signing below you affirm that you understand the Twelve Bridges High School Athletic Department Social Media Policy and Guidelines for Student-Athletes and the requirements that you must adhere to as a TBHS student-athlete. Also, you affirm that failure to adhere to this policy and guidelines may result in consequences that include suspension from your athletic team.

Printed Name \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent Signature \_\_\_\_\_ Date \_\_\_\_\_