



West Florence High School Athletic Department

221 N. Beltline Drive. | Florence, SC 29501 | 843.758.6499
Greg Johnson, Athletic Director

Social Media Code of Conduct & Expectations

Social Media platforms can be a powerful communication tool when used appropriately and responsibly. These platforms can also be incredible resources for sharing the positive message and accomplishments of our teams and individual student-athletes. Unfortunately, the platforms can also create harm to the reputation of a student-athlete, their respective team, as well as our athletic department, school, and district when used inappropriately and irresponsibly.

West Florence High School student-athletes are expected, when representing our school as part of an athletic team, to use personal social social media accounts responsibly and appropriately. Inappropriate use of social media while participating in extracurricular activities, wearing school issued uniforms, or otherwise representing our school and/or district, can result in consequences issued by coaches or the school's athletic administrator. Inappropriate social media use is identified as, but not limited to, the following actions towards opponents, teammates, coaches, fans, or other stakeholders:

- Inappropriate, derogatory, threatening, or discriminatory content (language, images, videos, music, etc...)
- Harassment
- Intimidation
- CyberBullying
- Other messages not in alignment with our standards of excellence

These expectations apply to the use of all social media platforms/tools including, but not limited to:

- Facebook
- Twitter
- Instagram
- TikTok
- Blogs/Vlogs
- Podcasts
- Messaging Apps (GroupMe, Band, TeamReach, SportsYou, etc...)

The West Florence High School Athletic Department is focused on the individual development of each student-athlete we serve. Establishing a growth mindset in our student-athletes, through the example set by our coaches, we are developing each athletic program for success in the classroom and in competition.

Potential Consequences

Potential Consequences for the inappropriate or irresponsible use of social media by student-athletes can result in the following consequences issued by the athletic administrator in conjunction with the respective coaching staff and based on the content, intent, and severity of the infraction:

- Parent Contact by Head Coach
- Parent Meeting with Head Coach and School Athletic Administrator
 - **Consequences Issued by Coaching Staff** - Must be sport specific and something that can generate sport specific development in the student-athlete OR assignment of additional tasks that are typically completed by student-athletes on a daily basis.
 - **NFHS Social Media Course** - Intended to further educate student-athletes on the appropriate/responsible use of social media.
 - **Suspension from Competition (Up to 3 games)** - This consequence can only be issued by the athletic administrator for the school.
 - **Dismissal from the Team** - For multiple infractions or egregious violations of social media expectations.

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Acknowledgement of Receipt and Understanding: Social Media Expectations

By signing below I acknowledge that I have received a copy of, read, understand the social media expectations and potential consequences as outlined in the social media expectations document. Additionally, these expectations and potential consequences have been explained to me while attending either a student-athlete/parent meeting or viewing a recorded version of the student-athlete/parent meeting.

SA Printed Name _____ SA Signature _____

Date: _____

Parent Name _____ Parent Signature _____

Date: _____