



SHADY SIDE

ACADEMY

Social Media Policies for Senior School Teams, Clubs and Groups

Shady Side Academy is supportive of Senior School teams, clubs, and groups using social media in a positive, appropriate manner to communicate with students, parents, alumni, friends and fans. The following policies are for teams, clubs or groups who wish to manage their own accounts on Instagram, Facebook, Twitter, TikTok, Threads, YouTube or any other social media platform. *NOTE: Country Day, Junior and Middle School teams/clubs/groups may not have social media accounts.*

EXPECTATIONS

Any social media accounts affiliated with Shady Side Academy must adhere to SSA's Guiding Principles, Technology Acceptable Use Policy (AUP), Senior School Student-Parent Handbook and the policies in this document. It is expected that students and faculty/staff who manage SSA-affiliated accounts will share content in a positive and responsible manner. **Posting disrespectful or inappropriate content may result in disciplinary action.**

An SSA-affiliated account is defined as an account which:

- uses the words Shady Side Academy, Shady Side or SSA in its name or profile
- uses an SSA-related logo or profile image
- posts content that clearly reflects an affiliation with an SSA team, club or group

Adding "not affiliated with Shady Side Academy," "unofficial" or similar language to the profile of an account that clearly represents an SSA team/club/group does NOT exempt it from these policies.

ESTABLISHING AN ACCOUNT

1. Secure Coach/Advisor Permission AND a Faculty/Staff Sponsor

A team, club or group wishing to have a social media account must first get permission from the head coach/faculty advisor AND secure a faculty/staff sponsor. In most cases, the sponsor will be a coach/advisor; however, teams with coaches who are not SSA faculty/staff must find an SSA faculty/staff member to sponsor the account. The faculty/staff sponsor must know the account login and who is running the account; ensure the [Social Media Community Account Form](#) is submitted to notify the Communications Office, Deans Office and/or Athletic Department of the account; and monitor the account regularly.

2. Decide Who Will Manage the Account

A student may handle day-to-day management of the account. However, the faculty/staff sponsor must know the login and which student(s) are running the account at all times. Student account managers may not share the login with other students without faculty/staff sponsor permission.

3. Set Up the Account With an SSA Email Address

The account should be set up using a student, faculty or general SSA email address (e.g. servicelearning@shadysideacademy.org). Do not use a personal email address.

4. Choose an Account Name and Profile Image

Only official Shady Side Academy accounts managed by the Communications Office may use the account name "Shady Side Academy" and the SSA seal as a profile image. Teams, clubs and groups are encouraged to use "SSA" or "Shady Side" in the account name (e.g. Shady Side Baseball), to use "ssa_" at the beginning of the account handle (e.g. @ssa_speechanddebate), and to use the SSA spirit and athletic logos as profile images, such as the bulldog or SSA monogram.

5. Submit the Social Media Community Account Form

Before using the account, the faculty/staff sponsor or a student account manager must complete the **Social Media Community Account Form** to notify the Communications Office, Deans Office, and Athletic Department of the account, its login and its sponsor and managers. Any changes to the account login, sponsor or managers must be submitted via this form as well.

POSTING TO YOUR ACCOUNT

Frequency

Post news, scores, photos and updates at least once a week while your team/club/group is active or in-season. Three to five times a week is ideal.

Voice

Always remember you are speaking on behalf of your team/club/group and SSA, not yourself. Refrain from posting personal opinions or comments – save those for your personal account. Have fun and use humor as long as it is not disrespectful or inappropriate.

Appropriate and Inappropriate Content

Regardless of account settings or intended audience, assume any content you post will be seen and shared widely and publicly, including via screenshot. Ask yourself the following before posting:

- Do I want my parents, grandparents, teachers or younger siblings to see this post?
- Do I want college admissions reps to know I'm responsible for this post?
- Do I want the news media to share this post in a story?
- Does the post convey a positive image of SSA and my team/club/group?
- Is the information I'm posting factual to the best of my knowledge?
- Will this post cause disruption or harm to anyone in the community?

Per SSA's Acceptable Use Policy (AUP), inappropriate content includes: obscene, profane, lewd, vulgar, rude, inflammatory, threatening or disrespectful language or images; information that could cause damage to an individual or the school community or create the danger of disruption to the academic environment; personal attacks, including prejudicial or discriminatory attacks; harassment or stalking of others; knowingly or recklessly posting false or defamatory information; and promoting the destruction of property, including the acquisition or creation of weapons.

Photos and Videos

Don't post photos of anyone without their knowledge or permission, or post images of children without their parents' permission. If you think someone may object to you posting a photo or be embarrassed by it, Don't post it. Don't post copyrighted photos or videos, or images posted by others without crediting the source.

Legal and Safety Considerations

You may be liable for posting illegal or harmful content. Remember to keep the safety and privacy of others in mind.

- Don't post copyrighted material, images or music.
- Don't post false, defamatory, libelous or obscene content.
- Don't post threats of intimidation or violence, even as a joke.
- Don't publish personal information that could lead to identity theft or safety concerns, including someone's home address, phone number, birth date, etc.

Be Consistent

Post scores (win or lose), news and updates on a timely and regular basis. Give followers a behind-the-scenes peek into the life and personality of your group or team.

Share Good News

Use your account to announce team or student achievements or awards, and to give shout-outs to students, coaches and teachers who deserve them.

Be Honest

Share only information you know to be factual. If you post something that is incorrect, or that you feel has been misinterpreted, post a correction and apologize.

Be Respectful

Always be respectful of your classmates, teammates, teachers, coaches, officials and opponents. Don't trash-talk opponents, vent about a bad call, or ridicule others.

Negative Comments

Don't delete a negative comment unless it involves profanity or inappropriate content. Either ignore it or address it in a positive, honest manner. Don't get into an argument online. Report any threatening comments to a coach, advisor or dean immediately.

Keep It Going

Don't let the account die when the student managing it graduates. If the account was set up using the above guidelines, the faculty/staff sponsor can pass the account login to another student, and the account will maintain the following you've worked so hard to build.

Questions?

If you have questions regarding these guidelines, please contact: Karen Richters, Associate Director of Communications, krichters@shadysideacademy.org or 412-968-3010.