



Dr. Ryan Kettler-Superintendent
Brian Baca-Deputy Superintendent
Wilson Holland-Director of Athletics

**Los Lunas Schools Athletic Department
Social Media Directive & Guidelines for Student Athletes & Parents/Guardians**

Participating in sports for Los Lunas Schools is a privilege. Student athletes must be positive role models in the community. As leaders, you have the responsibility to represent your team, your school, and yourselves in a positive manner at all times. Occasionally this means doing things that may be an inconvenience to you and unpopular. Modeling positive behavior and following the LLS social media guidelines will no doubt benefit your team.

Facebook, Twitter, Instagram, snapchat and other social media sites have increased in popularity globally, and used by the majority of student athletes around this great country.

Los Lunas School's student athletes should be aware that third parties, including the media, teachers, coaches, school officials and future employers could easily access your profiles and view all personal information. This includes all pictures, videos, comments and post. Inappropriate material found by third parties affects the perception of the student athletes, the athletic department and Los Lunas Schools. This can also be detrimental to student athlete's future employment options and opportunities.

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

- Photos, videos, comments or post showing the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses, drug paraphernalia etc.
- Photos, videos, and comments that are of sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or post that condone drug-related activity. This includes but is not limited to images that portray the personal use of drugs and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threading toward any other individual or entity (examples: derogatory comments regarding your school and/or another school; taunting comments aimed at a student athlete, coach or team and derogatory comments against race and/or gender etc). No post should depict or encourage unacceptable, violent or illegal acuties (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, and illegal drug use).
- Content online that would constitute a violation of LLS Board Policy, LLS Athletic & Student Handbook and NMAA bylaws.

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

Conduct Unbecoming an Athlete: Athletes will not display behavior on or off the playing field, which in the opinion of the coaching staff, considered insubordinate or inappropriate to standards of conduct, attitude or sportsmanship.

Sanction: The coach and/or school administration will handle discipline. Discipline can range from a verbal warning to dismissal from the 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 may reflect in all social media applications.

If you are ever uncertain of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as the Los Lunas Schools Athletic Department's and Los Lunas Schools. Remember always present a positive image and do not embarrass yourself, your team, your family or Los Lunas Schools.

By signing below you affirm that you have read and understand the LLS Athletic Department Social Media Directive and Guidelines. In addition, you affirm that failure to adhere to the directives and guidelines may result in consequences that include suspension from your athletic team, and you may be subject to additional penalties imposed by your coach, school and/or district administrators (Student Athletes & Parents).

Student Print Name: _____ **ID#:** _____

Student Signature: _____ **Date:** _____

Parent Signature: _____ **Date:** _____

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