



## Social Media Policies for Teams, Clubs and Groups

La Salle Catholic College Preparatory supports 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, or any other social media platform.

### EXPECTATIONS

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

A La Salle-affiliated account is defined as an account which:

- uses the words La Salle Prep, La Salle or LSPrep in its name or profile
- uses a La Salle-related logo or profile image
- posts content that clearly reflects an affiliation with a La Salle team, club or group

Adding "not affiliated with La Salle Prep," "unofficial" or similar language to the profile of an account that clearly represents a La Salle 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 La Salle faculty/staff must find a La Salle 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 Affiliate Account Form \[www.lsprep.org/sm-affiliate-form\]](http://www.lsprep.org/sm-affiliate-form) is submitted to notify the Communications 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 a La Salle Prep Email Address

The account should be set up using a student, faculty or general La Salle email address (e.g. swimming@lsprep.org). Do not use a personal email address.

#### 4. Choose an Account Name and Profile Image

Only official La Salle accounts managed by the Communications Office may use the account name "lasalleprep" and the crest as a profile image. Teams, clubs and groups are encouraged to use "La Salle" in the

account name (e.g. La Salle Baseball), to use "lasalle" or "ls" at the beginning of the account handle (e.g. @lasallebaseball), and to use the La Salle spirit and athletic logos (Falcon or interlocking LS) as profile images.

## 5. Submit the Social Media Affiliate Account Form

Before using the account, the faculty/staff sponsor or a student account manager must complete the [Social Media Affiliate Account Form](#) to notify the Communications Office, Dean of Students, 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 La Salle, 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 La Salle Prep 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 La Salle'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 parent's 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.

### Protect Privacy

Never tag a student's social media account in a post. Doing so violates our student safety and privacy policy. **Any account that tags a La Salle student will be immediately suspended.**

### Collaboration

Only tag and collaborate with other La Salle-affiliated accounts and organizations. \*See appendix for tips.

## **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.

## **Following Other Accounts**

La Salle-affiliated accounts should never follow students' social media accounts. If the account currently follows students or other individual/personal accounts, they must be unfollowed.

Accounts are only permitted to follow:

- Other La Salle-affiliated accounts
- Educational accounts (high school and college)
- Professional accounts within the same sport/industry
- Coach and business accounts can also be followed in order to connect our brand with worthwhile and beneficial individuals and organizations

## **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: Sarah Liebler, Director of Communications, [sliebler@lsprep.org](mailto:sliebler@lsprep.org) or 503-353-1444.

## APPENDIX

### Collaborating with other accounts

#### **How to Create an Instagram Collab Post**

Creating a Collab post with another account involves inviting that account to collaborate. Once they accept the invitation, the post will be shared from their account and yours. However, the original author retains ownership of the post.

#### **To create a Collab post:**

- Start by clicking the "+" sign to create a new post and upload your image or Reel.
- Fill out the caption and add any desired features like locations or hashtags.
- Tap on "Tag people" and then select "Invite collaborator."
- Search for the account and click on their profile. Repeat this step to add up to five other accounts.
- Tap "Done," then "Share." Collaborators will receive a notification inviting them to participate in the post.

#### **How to Accept an Instagram Collab Post Invite**

If you receive an invitation to collaborate on a post, follow these steps to accept:

- Tap on the messages icon in the top right of the Instagram app.
- Select the conversation with your collaborator to view the request.
- Tap the collaboration invitation, then tap "Review" and "Accept" to confirm.

#### **Instagram Collabs vs. Tagging**

Instagram Collab posts differ from tags and mentions in that they are shared on your collaborator's feed and with their followers. Collab posts appear on collaborators' profile grids, unlike simple tags or mentions.

#### **Hashtags**

#LaSallePrep  
#GoFalcs  
#LaSallePrepSoccer  
#LaSallePrepVolleyball  
etc...