



Coweta Charter Academy Social Media Policy

Purpose

The purpose of this policy is to comply with the requirements of Georgia’s “Protecting Georgia’s Children on Social Media Act of 2024” (State Law O.C.G.A. 20-2-324, 20-2-324.7, and 20-2751.4) and to establish guidelines for student access to social media platforms using school provided devices and internet access. Students may access social media only when it is directly related to educational activities and under staff supervision.

Definitions

- **Internet:** A global system that supports digital communication and services through standard internet protocols (TCP/IP).
- **Social Media Platform:** An online forum where users can create profiles, post content, form connections, and interact publicly or privately with others.

Policy Overview

At Coweta Charter Academy (CCA), social media is used to connect with prospective and current families, staff, students, alumni, and community stakeholders. CCA uses platforms such as Facebook, Instagram, YouTube, and X to promote school activities, events, educational programs, and accomplishments.

Social media enables meaningful engagement within the school community. However, all users—faculty, staff, parents, and students—are expected to interact respectfully and safeguard the privacy and safety of others.

Official CCA Social Media Channels

- **Facebook:** <https://www.facebook.com/CowetaCharter/>
- **Instagram:** <https://www.instagram.com/cowetacharter>
- **X (Twitter):** <https://www.x.com/cowetacharter>
- **YouTube:** <https://www.youtube.com/@cowetacharter>

Privacy and Protection

- CCA will not post or release any private, confidential, or identifiable information without consent.

- Photos or videos of students will only be shared if the parent/guardian has completed the Media Release.
- All stakeholders must respect each other's privacy and intellectual property rights, including school branding.

Social Media Standards

The CCA Communications & Marketing team maintains all official channels, adhering to brand guidelines, visual standards, and social media best practices. Our social media objectives include:

- Promoting CCA's mission, vision, and values
- Sharing engaging, accurate, and high-quality content
- Managing CCA's digital presence with professionalism and consistency
- Encouraging positive community interaction

Content Monitoring and Moderation

CCA reserves the right to remove or moderate content that:

- Is violent, obscene, profane, hateful, or discriminatory
- Threatens or defames individuals or groups
- Contains private contact information or confidential data
- Promotes illegal activity
- Advertises unrelated third-party businesses or services
- Constitutes spam or misinformation

Comments on official channels will be addressed within 24 hours on school days and within 48 hours on weekends.

Faculty and Staff Expectations

All CCA faculty and staff are expected to:

- Demonstrate professionalism and integrity in all online interactions
- Clearly state personal opinions as their own, using disclaimers when referencing CCA (e.g., "These views are my own and do not represent CCA.")
- Be truthful and accurate when discussing CCA-related topics
- Refrain from posting school content on personal accounts without approval
- Protect the privacy and safety of students and colleagues
- Respect copyright and intellectual property laws

Prohibited Conduct Includes:

- Sharing confidential, non-public, or internal school information
- Connecting with students on personal accounts (unless they are family)
- Posting inappropriate, offensive, or threatening content
- Posting student photos or videos on personal accounts
- Engaging in political lobbying or campaigning while representing CCA
- Violating the [Employee Handbook](#) or [Acceptable Use Policy](#)

Posting Class or School Content

Faculty and staff must send all class- or school-related content to the CCA Communications Team for review before it can be posted on official school social media channels. Personal accounts should not be used to post student images or videos.

Posting During a Crisis

In the event of a school emergency or crisis, only designated CCA personnel may release statements. All staff should refrain from posting crisis-related content on personal social media accounts. Official messaging will come from the Superintendent.

Program/Department Social Media Accounts

Any request to create a CCA-affiliated social media account must be approved by the Superintendent. The request should include:

- The account's goals and audience
- Content sustainability plans
- A designated account manager

In many cases, submitting content to the main school accounts or running a coordinated campaign may be more effective.

Student Expectations

Students must:

- Use social media only when directed and supervised by school staff
- Abide by the school's [Acceptable Use Policy](#) and [Discipline Code](#)
- Avoid bypassing restrictions with personal devices

Permitted Access

Students may only access social media using school-issued devices when authorized by a teacher or staff member for an educational purpose and under direct supervision during a school-related activity.

Violations will be addressed according to the school's disciplinary policies.

Implementation and Enforcement

CCA will implement and monitor this policy by:

- Using filtering software to block unauthorized access to social media
- Monitoring student use of school-issued devices and internet access
- Reviewing alerts generated by online safety monitoring tools

Parental Rights and Procedures

Parents and guardians may:

- Request information about which social media platforms their child may access
- Request to prohibit their child from accessing specific platforms at school

Publication and Review

Once approved by the school board, this policy will be:

- Posted on the CCA website
- Shared through school communication channels
- Reviewed annually and updated as needed

A printed copy of the policy is available upon written request by a parent or guardian.