



Georgia Cyber Academy
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Georgia Cyber Academy

Social Media Policy

GCA Communications, Marketing, & Public Relations

Approved: 02/25/2026

Revised: _____

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 20-2-751.4) and to establish guidelines for student access to social media platforms when permitted using school-provided technology and internet access. Student access to social media on school-provided devices is restricted unless specifically required for educational purposes and under staff supervision.

Definitions

Internet: The global information system that is logically linked together by a globally unique address space based on the internet protocol or its subsequent extensions; that is able to support communications using the transmission control protocol/internet protocol (TCP/IP) suite, its subsequent extensions, or other compatible protocols; and that provides, uses, or makes accessible, either publicly or privately, high-level services layered on such communications and related infrastructure.

Social Media Platform: an online forum that allows an account holder to create a profile, upload posts, view and listen to posts, form mutual connections, and interact publicly and privately with other account holders and users.

Policy

At Georgia Cyber Academy (GCA), our school community members use social media platforms to connect with prospective staff, current staff, prospective families, current families, students and alumni. This may include promotional materials, educational content, and school activities, amongst others. The tools we use to do this are Facebook, Instagram, X, LinkedIn, Pinterest, and YouTube.

Social media is a means for GCA stakeholders, community, and potential stakeholders to have engaging conversations and interactions. GCA understands the value of social media and the benefits

offered by digital communication devices for providing quick and easy interaction among peers, students and families. GCA takes social media seriously. Faculty, staff, parents, and students are all expected to show respect and to take the privacy of others into careful consideration.

Official Georgia Cyber Academy (GCA) Social Media Channels

Facebook: <http://www.facebook.com/GCAchampions>

Instagram: <https://www.instagram.com/GCAchampions>

X: <http://www.twitter.com/GCAchampions>

Linkedin: <http://linkedin.com/school/35488768>

YouTube: <https://www.youtube.com/@GCAchampions>

Pinterest: <https://www.pinterest.com/GCAchampions/>

Privacy Protection

To ensure the safety of our community, GCA will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.

Photos of students will not be posted on GCA social media accounts unless a parent has agreed to the GCA Media Release by completing the form and/or indicating agreement in the Online Enrollment Application via Infinite Campus.

Students, parents, faculty, and staff should similarly respect each other's confidential information in addition to GCA's brand and copyrighted material.

Social Media Standards

When engaging on social media channels, the Georgia Cyber Academy Marketing & Communications Department (GCA MarCom) makes every effort to adhere to brand guidelines and visual standards, follow best practices, and stay abreast of emerging social media trends.

GCA social media channels are focused on telling the GCA story, growing and protecting the GCA brand, and managing GCA's digital footprint. GCA MarCom strives to inform GCA social media followers about the mission and vision of GCA through high-quality content that entertains and informs. GCA MarCom builds awareness of the GCA brand through engagement efforts, visual and tone consistency while participating in social conversations surrounding GCA.

Content Monitoring

GCA will make every reasonable effort to ensure that all social media comments, whether positive or negative, are addressed within two (2) business days of being posted. GCA will endeavor to respond to

all relevant comments and will determine, at its discretion, whether to address each comment publicly or privately (via direct message) on a case-by-case basis.

GCA reserves the right to remove content that:

- includes violent, obscene, profane, hateful, or racist comments
- uses offensive or inappropriate language
- is offensive, denigrating or out of context
- threatens or defames any person or entity
- discloses private contact information
- suggests or encourages illegal activity
- solicits, advertises, or endorses a third-party business or service
- is considered spam

Faculty and Staff Expectations

Georgia Cyber Academy (GCA) is committed to a culture of accountability, transparency, and the highest ethical standards in all its operations, including interactions on social media. Social media offers valuable avenues for communication and sharing, but it also carries responsibilities and potential risks. As members of the GCA community, all faculty and staff are expected to conduct themselves professionally and thoughtfully on social media, upholding GCA's reputation and brand.

General Guidelines

- **Professional Conduct:** All social media activity should reflect professional behavior and integrity.
- **Personal Views:** When referring to or commenting about GCA, staff should clearly state that their posts represent their personal views and opinions and not those of GCA, unless they are officially designated as a spokesperson. A disclaimer such as, "The postings on this site are my own and do not necessarily reflect the views of GCA," is recommended.
- **"Think Before You Post":** Adopt a mindful approach to all social media activity, recognizing that as a GCA employee, your online presence reflects upon the entire school community.
- **Accuracy and Honesty:** Ensure all information shared about GCA is truthful and accurate. Correct any errors promptly and transparently. Be aware that online content can be archived and retrieved even after deletion.
- **Respect for Intellectual Property:** Do not use, copy, or publish intellectual property belonging to GCA or any other party without proper authorization. This includes branding, logos, trademarks, photos, videos, music, and other proprietary information.
- **Respect for Privacy:** Protect the privacy of students, other employees, vendors, and clients. Do not share personal information that could identify them.

Prohibited Conduct

To maintain a respectful and secure digital environment, the following behaviors are considered violations of this policy and may result in disciplinary action. Staff shall not:

- ***Disclose Confidential Information:*** This includes any non-public information regarding students, faculty, staff, or the district. [cite: 271, 272]
- ***Share Nonpublic GCA Information:*** Refrain from sharing any GCA-related information that has not been publicly released.
- ***Post About Internal Matters:*** Avoid posting or commenting on internal GCA discussions, decisions, or issues.
- ***Connect with Students on Personal Accounts:*** Do not initiate or accept connections with students (other than your own relatives) on personal social media accounts within any GCA educational program.
- ***Post Inappropriate Content:*** This includes comments or information that violate the [Employee Handbook](#), [Acceptable Use Policy](#), or any policies protecting trade secrets and confidential business information. Inappropriate postings that contain confidential information, discriminatory remarks, harassment, threats of violence, or similar unlawful conduct are strictly prohibited and may result in disciplinary action, up to and including termination.
- ***Share Internal Staff Information Without Approval:*** Internal staff information (emails, communications, reports, plans, documents, etc.) may not be copied, shared, forwarded, or communicated to unauthorized recipients or external parties without prior written approval from a District Director or Executive level administrator. Unauthorized sharing is strictly prohibited and may lead to disciplinary action, up to and including immediate termination.
- ***Post Untrue, Malicious, or Threatening Content:*** Posting anything untrue, confidential, complaints, or criticism that could be viewed as malicious, obscene, threatening, bullying, or intimidating, or that violates any GCA policy or the Employee Handbook, may result in disciplinary action, up to and including termination. This includes offensive posts that could harm someone's reputation or contribute to a hostile work environment.
- ***Lobby or Campaign as a GCA Employee:*** Do not engage in lobbying or political campaigning while acting in your capacity as a GCA employee. Ensure there is no perception of GCA involvement or support in your personal political activities, and never use GCA equipment, assets, or work time for such activities. You are prohibited from wearing GCA identification or displaying GCA logos during such activities.

Posting Class or School-Related Content

To post any content of your classes, practices, or in-school interactions on social media, please send it to the [GCA Social Media Specialist](#) for review to determine if posting to official GCA accounts is appropriate. **Never post photos of students on your own personal social media accounts.**

Posting During a Crisis

In crisis situations, faculty and staff are strongly discouraged from making personal statements on social media. Any communication regarding district-related topics during a crisis will be managed through official press releases created by the Communications, Marketing, & PR Director and the Superintendent and potentially shared via official GCA social media channels.

Social Media Accounts for Departments/Programs

Creating a social media account for a GCA department, program, or activity requires prior approval from the GCA Communications, Marketing, & PR Director. Before requesting an account, consider:

- The target audience.
- Whether GCA already reaches this audience through existing channels.
- The specific goals of the account.
- The sustainability plan for content delivery.
- Who will manage the account?

After considering these topics, contact the [GCA Social Media Specialist](#) to discuss whether a social media account is necessary or if a social media campaign would be more effective.

Student Expectations

To ensure a safe digital environment, students are expected to:

- Use social media only when directed by staff
- Follow [Acceptable Use](#) and [Code of Conduct](#) policies
- Refrain from using personal devices to circumvent restrictions

Permitted Access

Georgia Cyber Academy students are expected to adhere to the [Discipline & Code of Conduct Policy](#), the [Acceptable Use Policy](#), and employ responsible behavior when participating in interactions online. Appropriate measures as outlined in said policies will be taken when a student violates these expectations.

Students shall be permitted to access social media platforms via GCA devices only as directed by school personnel and for the exclusive purpose of accessing and utilizing age appropriate educational resources under the supervision of such school personnel and during the course of a school-related activity.

Implementation and Enforcement

Monitoring tools are designed to alert designated school personnel to inappropriate or unsafe behavior. These alerts are reviewed by GCA's Technology teams, and appropriate steps are taken in accordance with disciplinary policies.

GCA will take steps to implement and enforce this social media policy, including but not limited to:

- Use of software programs and other technologies reasonably designed and intended to block and monitor access to social media platforms.
- Selection of online servers that block and monitor access to social media platforms.

Parental/Guardian Procedures

Parents and legal guardians have the right to request information from school personnel about what social media platforms have been or are intended to be accessed and/or prohibit their child from accessing one or more social media platforms as outlined within this section.

Parents and legal guardians seeking information are requested to submit their inquiries via email to info@georgiacyber.org. All requests will be acknowledged and responded to within three (3) business days. If additional time is needed to provide the information requested, GCA will provide a timeline as to when the information will be provided.

Publication and Availability

Upon board approval, this policy will be posted publicly on the GCA website and shared through official communication channels. It will be reviewed annually and updated as needed to reflect changes in technology and regulations.

A paper copy of this policy will be provided upon written request of a parent or guardian of an enrolled student.