



MARBLEHEAD HIGH SCHOOL
Athletic Department
2 Humphrey Street
Marblehead, MA 01945



Marketing and Social Media Guidelines

Purpose

These guidelines are intended to ensure consistency, professionalism, and effectiveness in how Marblehead High School Athletics promotes events and uses social media. All athletics staff, student-athletes, and affiliated parties are expected to adhere to them.

Marketing and Promotion

- **Media Day** - Each team may choose to host a media day to photograph the team and individual student-athletes. A team photo should be provided to the yearbook staff. Each team can post a team senior banner on Piper Field chain link fence or other approved location for the season if they choose to.
- **Senior Night** - We will hold a Senior Night game for each varsity team to honor our seniors. Seniors may hang individual banners or posters on the Piper Field chain link fence or other approved locations at each of our facilities for Senior Night and or the last game of the year. The senior individual banners are to be taken down at the end of the game.
- **Fundraising** – Each team can conduct fundraisers per the MHS Athletics Handbook. Fundraisers need to be approved two weeks in advance.
- **Signing Day** - At the end of the Spring season, we will hold a signing day in the gym to honor all our graduating seniors who are going on to participate in college athletics.

Social Media Guidelines

Student-athletes represent their team, athletic department, their school, and community, and are expected to conduct themselves in a manner that is appropriate at all times, both in face-to-face interactions and online. Appropriate online actions also extend to social media platforms such as Facebook, X, Instagram, Snapchat, LinkedIn, and YouTube.

Student-athletes should recognize that anything shared online may become public, regardless of privacy settings. Posts, photos, or videos can be copied, shared, or misused in ways that may impact eligibility, reputation, and future opportunities.

All social media activity must align with the MHS Student Handbook, MHS Athletic Handbook, MIAA Handbook, and team rules. Inappropriate or harmful content may result in disciplinary action.

Prohibited Content Includes (but is not limited to):

- Comments, images, or videos involving taunting, harassment, abuse, hazing, or violations of the MIAA Chemical Health Rule.
- Use of ethnic slurs, threats, obscenities, or inappropriate sexual references.
- Photos or posts showing the misuse of team equipment, uniforms, or facilities.

Student-athletes should not post any information that is proprietary to the athletic department, which is not public information (ex: tentative or future schedules) or information that is sensitive or personal (ex: injuries). Student-athletes are encouraged not to post personal information, which might increase the risk of identity theft.

Violations of these social media guidelines may be forwarded to a head or assistant coach, athletic director, or other members of the administration. Those found in violation of these guidelines may be subject to disciplinary action. The athletic director and the head coach of the student-athlete will determine if the circumstances warrant suspension of the student-athlete from a team, practice and/or game competition.