

# Cardinal Spellman HIGH SCHOOL

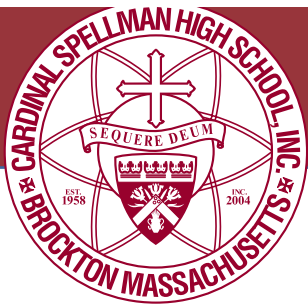
## Cardinal Spellman High School Social Media Policy

**From the office of Ms. Natalie Woods,  
Communications Manager**

As you begin participation in another school year and athletic season, the Administration, Athletic Department and Communications Manager want to make sure you are aware of the social networking guidelines. Cardinal Spellman High School and the Athletic Department recognize and support the students' right to freedom of speech, expression, and association, including the use of social networks for personal use. In this context, however, each student must remember that attending and competing at Cardinal Spellman is a privilege. As a student, you represent Cardinal Spellman High School and you are expected to portray yourself, your team, your club, and Spellman in a positive manner at all times.

Please remember the following guidelines when ***creating personal social media posts***:

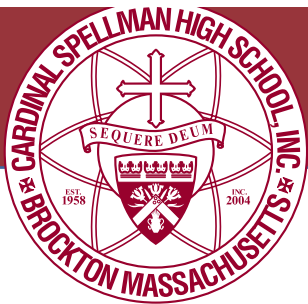
- Everything you post is public information – any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site. Information (including pictures, videos, and comments) may be accessible even after you remove it. Once you post a photo or comment on a social networking site, that photo or comment becomes the property of the site and may be searchable even after you remove it.



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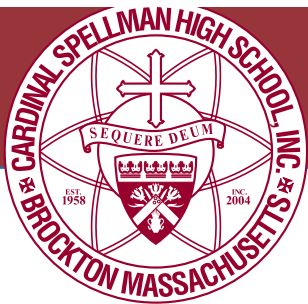
- What you post may affect your future. Many employers and college admissions officers review social networking sites as part of their overall evaluation of an applicant. Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including language, pictures, videos, comments, and posters).
- News sources (such as The Spark or The Enterprise) may tag your personal Twitter or Instagram handles online, especially for sport related posts. Always remember that this links you back to Spellman, and anything on your profile should be within the expectations and behavioral standards of Cardinal Spellman.
- Similar to comments made in person, Cardinal Spellman High School will not tolerate disrespectful comments and behavior online, such as:
  - Derogatory language or remarks that may harm students, teachers, teammates or coaches; and students, coaches, or representatives of other schools, including comments that may disrespect my opponents.
  - Incriminating photos or statements depicting violence; hazing; sexual harassment; full or partial nudity; inappropriate gestures; vandalism, stalking; underage drinking, selling, possessing, or using controlled substances; or any other inappropriate behaviors.
  - Creating a serious danger to the safety of another person or making a credible threat of serious physical or emotional injury to another person.



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## **Remember:**

- Use common sense. If you are not sure whether a post or tweet is appropriate, then it probably is not.
- Profanity, vulgarity, and sexual references always fall into the “not appropriate category.”
- Resist the temptation to engage with students/players from other schools if they are making derogatory comments online.
- Never tweet or post when you are emotional. Chances are the action will have a negative outcome.
- Be cautious when retweeting or reposting someone else’s content. Such action can appear to be an endorsement of the message, even if you are not the original author.
- Never assume that a message or post is protected from public view, even if you have the private settings turned on for your profile.
- Do not give out personal contact information to a friend or follower that you do not know, and never post that information publicly.
- By tagging Cardinal Spellman High School or using a school approved hashtag, you are granting permission for the school to use your photo for re-sharing. Everything you post is public information; however, the tagging policy will help all parties involved understand what could be re-shared with our constituents. In short, do not have a false sense of security about your rights to freedom of speech. Understand



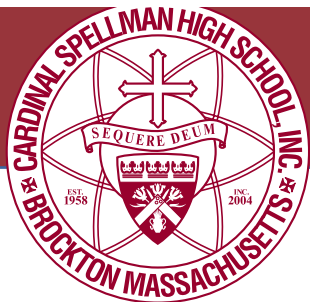
that freedom of speech is not unlimited. The online social network sites are NOT a place where you can say and do whatever you want without repercussions. The information you post on a social networking site is **considered public information**. Protect yourself by maintaining a self-image of which you can be proud for years to come. Failure to follow these rules will result in disciplinary action from the school.

*(Policy continues on pages 3 and 4)*

## **Representing a Cardinal Spellman High School Sports Team Online**

Social media has quickly become one of the easiest and fastest ways to share information, pictures, and conversation. Because of the effectiveness of these communication methods, coaches ARE allowed to host social media pages representing their team. However, the following guidelines must be met:

1. The account **MUST** be run by a coach or assistant coach. Students/parents are not allowed to run the social pages, unless approved by a coach (and Communications Manager) upon agreeing to this policy.
2. Anything posted on these pages must be in line with Cardinal Spellman High School's brand, including logos, colors, and message.
3. Teams may not create their own logos without approval from the Communications Manager and Athletic Director.



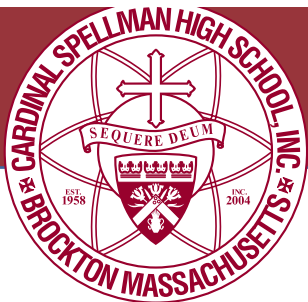
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4. **All accounts must be submitted to and approved by the Athletic Director and Communication Manager.**
5. Any accounts that are created without the Athletic Director and Communication Manager's knowledge will not be endorsed or supported by the school. These accounts may be terminated at any time.
6. Coaches and team accounts must follow the same social guidelines listed above in the student personal guidelines.
7. Coaches/Adults should keep their personal social accounts separate from all Spellman sports related postings. Interacting with minors online should be done in a professional and related matter. Conversations online should not carry on beyond answering questions athletes may have. Coaches should also not engage in conversation that could be misinterpreted.
8. As you are representing Spellman, be sure that all of your grammar/spelling is accurate.

### **Support:**

As news is shared, Cardinal Spellman is willing to re-share news at the discretion of the Communication Manager. Pictures and upcoming game details or game results make for great content. All photos and texts must represent Spellman in the best possible way, free of spelling/grammatical errors, in order to be considered for re-sharing.



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## **Tips for sharing:**

Tagging Spellman's social accounts in your posts is a great way to connect with the school and increase the possibility of your news to be re-shared by the school. The use of hashtags such as #SpellmanSports17 or #SpellmanFootball17 is a great way to pool sharing between student athletes, teams, and the school.

## **Contact:**

Please contact Mr. Mike Gerrish, Athletic Director, or Ms. Natalie Woods, Communication Manager with any questions you may have in regards to this policy.

Mike Gerrish: [Mgerrish@spellman.com](mailto:Mgerrish@spellman.com) Natalie Woods: [nwoods@spellman.com](mailto:nwoods@spellman.com)

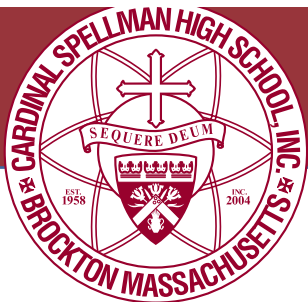
## **Connect:**

Follow/Like Cardinal Spellman High School's Social Pages:  
Facebook: [www.facebook.com/CardinalSpellmanHighSchool](http://www.facebook.com/CardinalSpellmanHighSchool)  
Instagram: @CardinalSpellmanHighSchool Twitter:  
@SpellmanNews

## **Suggested Hashtags for Fall Sports Season 2018:**

#SpellmanSports18 #SpellmanFootball18 #SpellmanSoccer18  
#SpellmanCheerleading18 #SpellmanGolf18  
#SpellmanVolleyball18 #SpellmanCrossCountry18

By signing this social media contract, you are stating that you will follow the rules indicated above and you understand that disciplinary actions may be imposed for failure to comply with those rules.



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Student Athlete: \_\_\_\_\_

Date: \_\_\_\_\_

Team: \_\_\_\_\_

Coach: \_\_\_\_\_

*This social media policy was developed by S.Sinnott with the support of A. Wetzel, D. Hodes, P. Kelly, and M.Gerrish. Some guidelines and verbiage are directly taken from other high schools, such as Lamar High School and Collingswood High School.*

## **Social Media Team Account Registration Form**

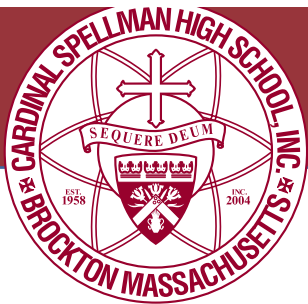
All Social Media Accounts must be submitted to and approved by the Communications Manager and Athletic Director. Please fill out the following information in order to receive support from the school in sharing your news. All coaches **MUST** review this contract with their athletes.

Sport: Season: Year: Coach: Coach's email:

Primary Account Manager (Must be a coach): Account Manager's email: Account Manager's phone:

Facebook URL: @ Twitter Handle: @ Instagram Handle: @  
Shutterfly URL: Other:

Any social account or website found online containing Cardinal Spellman's name or sporting information, without the knowledge of the Athletic Director and Communication Manager will be not be endorsed by the school and use of the sites should be terminated. If any site representing Cardinal Spellman, fails to abide by the code of conduct listed in this contact, the



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administrator of the site will be called into a meeting with the Athletic Director and Communications Manager. By having your sport team sites approved by the Athletic and Communication Directors, the school is able to support and share your news and photos as the Communication Manager seems fit. Please contact Ms. Natalie Woods, Communications Manager, with any questions. [nwoods@spellman.com](mailto:nwoods@spellman.com).