

## **HOOPER ACADEMY SOCIAL MEDIA POLICY**

As an organization with a commitment to quality education and the safety of our students, as well as the building and preservation of an outstanding reputation as a school, the standards for appropriate online communication at Hooper Academy are necessarily high. While we respect the right of students, employees, alumni, and other members of our community to utilize the variety of social media options available, we must insist that the following standards be met by our students and faculty at all times, as well as by alumni and all other users who participate in Hooper Academy-sponsored sites or who represent themselves as Hooper Academy students, faculty, alumni, and community members.

### **I. HOOPER ACADEMY Social Media Comments and Participation Policy**

For the privacy of users and their families, please assume that all postings to Hooper Academy-sponsored sites will be publicly available on the Internet and therefore publicly accessible without limitation or protection of any kind. Please consider how much personal information to share, with the understanding that this information may be linked to your name and published on the Internet.

By posting a comment or other material to Hooper Academy-sponsored sites as outlined above, users give Hooper Academy the irrevocable right and license to exercise all copyright, publicity, and moral rights with respect to any content you provide, which includes using your submission for any purpose in any form and on any media, including but not limited to: displaying, modifying, reproducing, distributing, creating other works from, and publishing your submission. Hooper Academy reserves the right to review all comments before they are posted, and to edit them to preserve readability for other users.

Hooper Academy further reserves the right to reject or remove comments for any reason, including but not limited to our belief that the comments violate this Comment Policy, to determine in its sole discretion which submissions meet its qualifications for posting, and to remove comments for any reason, including but not limited to our belief that the comments violate this Policy. Any submissions that fail to follow this Policy in any way or are otherwise irrelevant will be removed.

We also reserve the right to amend this Policy from time to time in our judgment to address issues that may arise and changes in our operations or the law.

In posting material on Hooper Academy-sponsored sites, you agree not to:

- Post material that Hooper Academy determines is threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity.
- Post phone numbers, email addresses or other confidential information of students, faculty, or any other person other than yourself. If you choose to post your own contact information for any reason, please be aware that the information will be available to the public and is, therefore, subject to misuse.

- Post material that infringes on the rights of Hooper Academy or any individual or entity, including privacy, intellectual property or publication rights.
- Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization except those which are officially sponsored by Hooper Academy, except in designated areas specifically marked for this purpose.
- Post chain letters, post the same comment multiple times, or otherwise distribute “spam” via the Hooper Academy -sponsored site.
- Allow any other individual or entity to use your identification for posting or viewing comments.
- Post comments under multiple names or using another person’s name.

Hooper Academy reserves the right to do any or all of the following:

- Ban future posts from people who repeatedly violate this Policy. We may affect such bans by refusing posts from specific email addresses or IP addresses, or through other means as necessary.
- Remove or edit comments at any time, whether or not they violate this Policy.

User agrees to indemnify and hold harmless Hooper Academy, its affiliates, directors, employees, successors and assigns against any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorneys’ fees and costs) arising out of any claim by a third party relating to any material user has posted on Hooper Academy -sponsored sites.

By posting a comment or material of any kind on a Hooper Academy -sponsored site, the user hereby agrees to the Policy set forth above.

## **II. Faculty Use of Social Networking Sites**

Hooper Academy respects the right of employees to use social media and networking sites, as well as personal websites and blogs, but it is important that employees’ personal use of these sites does not damage the School’s reputation, its employees, or its students or their families. Employees should exercise care in setting appropriate boundaries between their personal and public online behavior, understanding that what is private in the digital world often has the possibility of becoming public, even without their knowledge or consent. Hooper Academy strongly encourages all employees to carefully review the privacy settings on any social media and networking sites they use and exercise care and good judgment when posting content and information on such sites.

When using a social media site, an employee may not include current students as “friends,” “followers,” or any other similar terminology used by various sites. If an employee maintains or participates in a Hooper Academy-sponsored online community that extends to persons who are parents, alums, or other constituents, he/she must exercise good judgment about any content that is shared on the site. Additionally, employees should adhere to the following guidelines, which are consistent with Hooper Academy’s workplace standards on harassment, student relationships, conduct, professional communication, and confidentiality:

- An employee should not make statements that would violate any of Hooper Academy's policies, including its policies concerning discrimination or harassment;
- The employee must uphold Hooper Academy's value of respect for the individual and avoid making defamatory statements about the school, its employees, its students, or their families;
- An employee may not disclose any confidential information of the school or confidential information obtained during the course of his/her employment, about any individuals or organizations, including students and/or their families.

If Hooper Academy believes that an employee's activity on a social networking site, blog, or personal website may violate the school's policies, the Headmaster may request that the employee cease such activity. Depending on the severity of the incident, the employee may be subject to disciplinary action, up to and including termination.

### **III. Creating and Maintaining Official Hooper Academy Social Networking Sites**

All "official" Hooper Academy social networking sites must be approved by the Webmaster and Director of Communications and should adhere to the following standards:

- Logos and graphics used on the site must be consistent with the branding standards and usage guidelines of the School;
- Sites that accept comments or postings by anyone other than the site administrator must be diligently monitored to ensure that information displayed fits within Hooper Academy guidelines and is appropriate to the subject matter of the page;
- Students should not be expected to utilize the site as the only source of important information since student access to social networking sites is restricted on the Hooper Academy network.

Unauthorized pages that have not been approved by the Webmaster and Director of Communications will be treated as personal pages, and are therefore limited to the standards provided above. Any unauthorized use of the Hooper Academy name or any of Hooper Academy's logos will be subject to disciplinary action and/or fines.

### **IV. Student Use of Social Media Sites**

First and foremost, students are encouraged to always exercise the utmost caution when participating in any form of social media or online communications, both within the Hooper Academy community and beyond.

Students who participate in online interactions must remember that their posts reflect on the entire Hooper Academy community and, as such, are subject to the same behavioral standards set forth in the Student Code of Conduct.

In addition to the regulations found in the Student Handbook, students are expected to abide by the following:

- To protect the privacy of Hooper Academy students and faculty, students may not, under any circumstances, create digital video recordings of Hooper Academy community members either on campus or at off-campus Hooper Academy events for online publication or distribution.
- Students may not use social media sites to publish disparaging or harassing remarks about Hooper Academy community members, athletic or academic contest rivals, etc.
- Students who choose to post editorial content to websites or other forms of online media must ensure that their submission does not reflect poorly upon the school.
- Any and all postings to social media sites that are deemed inappropriate for our students will be subject to disciplinary action. This includes but is not limited to: any and all photographs taken during school hours, any and all videos taken during school hours, any and all pictures and/or videos taken that may reflect negatively on Hooper Academy and its community, any and all comments that may be deemed as harassing, confrontational, or otherwise provoking towards another student, parent, or faculty member.

#### **V. Parental/Alumni/Community Use of Social Media**

- Parents/Alumni/Community Members are expected to meet the same standards as students and faculty members when posting/commenting in any form of social media.
- Remember your association and responsibility with Hooper Academy in online social environments. If you identify yourself as a Hooper Academy employee, student, former employee, alumni, parent, friend, or any other relationship, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students. Comments related to the school should always meet the highest standards of professional discretion.

#### **VI. Cyberbullying**

- Cyberbullying will not be tolerated. Harassing, dissing, flaming, condescending, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Do not send emails or post comments with the intent of scaring, hurting, or intimidating someone else.
- Engaging in these behaviors, or any online activities intended to harm (physically or emotionally) another person, will result in severe disciplinary action and loss of privileges. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained.

Failure to abide by this Policy, as with other policies at Hooper Academy, may result in disciplinary action as described in the Student Handbook, Foundation policies, or as determined by the Headmaster.

I have read and understood this Social Media Policy and agree to abide by it:

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(Student Printed Name)

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(Student Signature)

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(Date)

I have read and discussed this Social Media Policy with my child:

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(Parent Printed Name)

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(Parent Signature)

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(Date)