

Making Waves Academy Social Media Policy

At Making Waves Academy, our school community members use social media platforms to connect with prospective families, current families, students and alumni. This may include promotional materials, educational content, and school activities, amongst others. As of October 1, 2023, the tools we use to do this are: LinkedIn and Instagram (Athletics only).

Making Waves Academy takes social media seriously. Faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration. Questions about this policy should be directed to the Chief Operating Officer or their designee by emailing: compliance@mwacademy.org

Expectations for Making Waves Academy Faculty and Staff

As a member of the Making Waves Academy community, you are expected to act professionally on social media. If you wish to post any content of your classes, practices, or in-school interactions on social media, please send it to the contacts outlined below for proper review to be posted to the Making Waves Academy accounts. Never use photos of students on your own personal accounts.

- **LinkedIn:** Joanela Mendoza, jmendoza@mwacademy.org
- **Athletics Instagram:** Alonso Rivera, Assistant Athletic Director [arivera@mwacademy.org] or Jeff Hazel, Athletics Director [jhazel@mwacademy.org]

Responding to Comments and/or Direct Messages

Whether positive or negative, it is important for Making Waves Academy to respond to comments and/or direct messages on our social media posts and accounts. Responses to comments or questions asked by community members are only to be made by the contacts outlined below:

- **LinkedIn:** Joanela Mendoza, jmendoza@mwacademy.org
- **Athletics Instagram:** Alonso Rivera, Assistant Athletic Director [arivera@mwacademy.org] or Jeff Hazel, Athletics Director [jhazel@mwacademy.org]

Response Expectations

All comments and/or direct messages — both positive and negative — should be responded to within 24-48 hours during the school week, and within 48-72 hours on the weekend. Making Waves Academy is required to respond to all relevant comments, and will handle addressing the comment publicly or privately (via a direct message) on a case-by-case basis.

Expectations for Making Waves Academy Students

As a student of Making Waves Academy, you are welcome to participate in interactions with the school online. You are expected to employ responsible behavior, and any disrespect to the school or to your peers — in addition to posting photos of other students without consent — may result in disciplinary action. Please review the following policies:

- **Anti-Bullying, Harassment, Intimidation, Discrimination and Title IX Policy** located in the Student-Parent Guardian Handbook
- **Parent Code of Conduct**

Both items can be found on this webpage:

<https://www.makingwavesacademy.org/mwa-richmond-wide-support/distancelearningguidebook>

Posting During a Crisis

In a crisis situation, you as a Making Waves Academy faculty or staff member are strongly discouraged from using social media to make a statement. Posting a personal statement or opinion on social media regarding a school-related topic might also violate the Social Media Policy outlined in the Employee Handbook. In times of crisis, formal press releases (if needed) will be created by the Chief Executive Officer or their designee.

Mandated Reporter Obligations

All employees designated to manage and monitor school social media accounts are considered mandated reporters. California Penal Code section 11166 requires any child care custodian who has knowledge of, or observes, a child in their professional capacity or within the scope of their employment whom he or she knows or reasonably suspects has been the victim of child abuse to report the known or suspected instance of child abuse to a child protective agency immediately, or as soon as practically possible, by telephone and to prepare and send a written report thereof within thirty-six (36) hours of receiving the information concerning the incident.

Political Neutrality

Maintenance of individual freedom and our political institutions necessitates broad scale participation by citizens concerning the selection, nomination and election of our public office holders. The School will not discriminate against any employee because of identification with and support of any lawful political activity. School employees are entitled to their own personal political position. The School will not discriminate against employees based on their lawful political activity engaged outside of work. If an employee is engaging in political activity, however, they should always make it clear that their actions and opinions are their own and not necessarily those of the School, and that they are not representing the School.

Privacy Protection

To ensure the safety of our community, Making Waves Academy 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 Making Waves Academy social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students automatically opt-in.

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

Confidentiality

Employees assigned to manage school social media accounts agree to never provide any third parties access to the School network or share network access passwords, and must comply with all policies and procedures related to information security and network access.

All information relating to students, personal information, schools attended, addresses, contact numbers and progress information is confidential in nature, and may not be shared with or distributed to unauthorized parties. All records concerning special education pupils shall be kept strictly confidential and maintained in separate files. Failure to maintain confidentiality may result in disciplinary action, up to and including release from at-will.