



# AIMS K-12

## COLLEGE PREP

CHARTER DISTRICT

[Board Approval Pending] | [Last update: April 12, 2023]

## Social Media Account Policy for Student Clubs & Associations

As AIMS student clubs and associations develop their online presence, AIMS has established the following policy regarding the appropriate use of social media accounts. For the purposes of this policy, social media accounts will refer to any and all websites, Facebook, Instagram, TikTok, Snapchat, YouTube, Twitter, and any other social sharing or public platform.

Students are required to comply with the following rules and guidelines as governed by this policy as well as any local, state, or federal laws and regulations.

- Official AIMS student club and association social media accounts must be created and managed by a general AIMS email account. For example, the HS SGA social media account is created & managed by [hs.sga@student.aimsk12.org](mailto:hs.sga@student.aimsk12.org). The account cannot be opened or operated under a personal AIMS or non-AIMS email account. The email and social media account must be accessible by the Head of School, site administrators, and club advisor.
- All content must be approved by the club advisor or the Head of School before the date of posting. Students must get a signed media release form from any and all people who will appear in that content and submit it to the club advisor or Head of School prior to the date of posting. Students may use the email and make posts to the associated social media accounts only after receiving approval.
- ~~Official AIMS social media accounts cannot be used as personal accounts to follow or friend unrelated accounts.~~ AIMS student club social media accounts may only follow official accounts that are appropriate for the school's reputation. For example, you may follow government agencies, universities/colleges, other schools, sports teams, sports players, news anchors, non-profit organizations, etc.
- Do not accept random followers that are not associated with the school or an appropriate official account. Do not engage with other personal accounts, for example, like/share posts, make personal comments on posts, or direct message others about personal matters.
- Students under the age of 13 must not be managing social media accounts; This age limit has been dictated by US law through the Children's Online Privacy Protection Act (COPPA).

- Elementary and Middle School clubs' social media accounts are to be managed by the club advisors only while students are encouraged to create the content. High School students may be involved in managing theirs.
- All social media posts must follow the law, AIMS Standards, AIMS guidelines, and basic common sense as they are representing the organization and regulated by law.

### **Community Standards**

- Do not engage in discriminatory, retaliatory, or harassing behavior in violation of AIMS policy.
- Do not post any content that can be viewed as bullying, malicious, obscene, threatening, disparaging, or intimidating as noted in the AIMS guidelines.
- Respect copyright rules and regulations. Provide citations and/ or links for all sourced materials in all your postings.
- Make sure all material is fair, accurate, and honest and if you make a mistake, correct it quickly. Do not post ideas you cannot back up with facts or that you heard second-hand or through rumor.
- The only spokesperson for AIMS is the Superintendent. When posting it is best to use your personal opinion and to use a disclaimer on your site such as "the postings on this site are my own and do not necessarily reflect the views of AIMS."

In the event you have further questions about how a club or association's social media account may involve or implicate AIMS or violate the confines of this policy, please contact your site administrator.

Social Media and online content are evolving rapidly, there may be events or issues that are not addressed in this policy. Each AIMS employee and student is responsible for using common sense, getting approval, and seeking clarification before content is released.

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You are representing an AIMS Student Club or Association and you are required to comply with all AIMS policies whenever your social media activities may involve or implicate AIMS.

Violations could lead to disciplinary actions. If you have any questions about the nature of your content, ask your club advisor or the Head of School BEFORE posting.

I have read the guideline and understand all the policies stated above.

Name: \_\_\_\_\_

Sign: \_\_\_\_\_

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