

Lutheran High School Activities Social Media Philosophy for Coaches, Advisors, and Mentors

All “official” LHS twitter accounts must be approved by Activities Director and Principal and will adhere to the following standards. The following “best practices” have been established by LHS and will be utilized by coaches, advisors, and mentors to help guide them in using social media sites.

1. If any activity leader seeks to use electronic or social media sites, they must seek and obtain the permission of the Activities Director prior to setting up the site.
 2. Activity leaders are required to comply with all school policies and procedures and all applicable laws with respect to the use of computer equipment, networks, or devices when accessing school-sponsored social media sites.
 3. Activity leaders will use Twitter to communicate meetings, activities, games, responsibilities, announcements, etc. Activity leaders must exercise good judgment about any content that is shared
 4. The activity leader is responsible for the site will monitor it regularly.
 5. Activity leaders are required to maintain appropriate professional boundaries in the establishment and maintenance of all such LHS sponsored social media activity
 6. The Activities Director and Principal shall be permitted access to any site established by the activity leader for a school-related purpose.
 7. Activity leaders are required to use appropriately respectful speech in their social media posts on district-sponsored sites and to refrain from harassing, defamatory, abusive, discriminatory, threatening or other inappropriate communications.
 8. Access to the site may only be permitted for educational purposes related to the club, activity, organization or team.
 9. Activity leaders have no expectation of privacy in any communication or post made through social media. LHS has the right to monitor all use of social media accounts.
 10. All posts on LHS-sponsored social media must comply with the school policies concerning confidentiality, including the confidentiality of student information.
 11. The activity leader may not use their social media communications in a manner that misrepresents personal views as those LHS, or in a manner that could be construed as such.
 12. Logos and graphics used on the site must be consistent with the branding standards and usage guidelines of LHS.
 13. The activity leader must uphold LHS’s value of respect for individuals and avoid making defamatory statements about the school, its employees, its students, and their families.
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