



STEUBENVILLE
CATHOLIC
SCHOOLS EST. 1890

SOCIAL MEDIA POLICY

REVISED 7/17/2024

I. Purpose

- a. First and foremost, this policy is in place to ensure the protection of the Christian person that is a part of and/or connected to Steubenville Catholic Schools.
- b. This policy has been created to assure that information disclosed by Steubenville Catholic Schools and its employees' is timely, accurate, comprehensive, authoritative and relevant to all aspects of the Steubenville Catholic Schools system.
- c. The purpose of Steubenville Catholic Schools having a presence on social media is imperative to the marketing of our school system to the public, marketing our students, staff, and their accomplishments, and to give up to date announcements about what we are doing within our school system.

II. What is Social Media?

- a. Social Media is defined as any form of publication or presence that allows interactive communication, including, but not limited to social networks, blogs, internet websites, internet forums, and wikis (including but is not limited to Facebook, Twitter, Instagram, YouTube, Google, etc.)
- b. Social Media within Steubenville Catholic Schools does not include, private Facebook groups, private Instagrams, private chats (group me, remind 101, team reach), etc.

III. Faculty, Staff & Coach Guidelines

a. Personal Responsibility

1. Steubenville Catholic Schools' employees are personally responsible for the hosted content they publish online. Be mindful of what you publish on your social media channels particularly with regard to the Diocesan employment forms you signed.
2. When posting online, please remember that you are an employee of Steubenville Catholic Schools and representative of your colleagues, students, parents and the school community.
3. Your online behavior should reflect the same standards of honesty, faith, respect and consideration that you use face-to-face.
4. Personal Social Media Pages, Blogs, wikis, and podcasts are an extension of your classroom and considered official content. What is inappropriate in the classroom should be deemed inappropriate online.

5. Do not post photos or videos of fellow employees without their permission. Do not use photos or videos taken at school. Do not post photos or videos that contain students. If you have photos or videos you would like to share, please send them to the Director of Marketing with a short and concise description to be shared on the schools' social media.
6. There are many websites that allow users to share personally created photos and videos. You are responsible for all you do, say and post online including videos. Anything posted online should represent you in a professional manner, as others will see you as connected to Steubenville Catholic Schools. It causes people to question our schools when coaches, teachers, employees and staff post videos, photos and comments with questionable content.
7. When posting online be sure not to post confidential student information.

IV. Cyberbullying

Cyberbullying is not to be tolerated. Any incidence of cyberbullying should be reported to the school principal immediately. All cyberbullying incidents are to be taken seriously.

V. Posting of Students

- a. *If you wish to post any content of your classes, practices, or in-school interactions on social media, please send to the Director of Marketing via text or email to be posted to the Steubenville Catholic Schools' accounts.*
- b. Never use photos or videos of students on your own personal accounts. You may "Share" school posts on your account.
- c. *Social media account(s) should not be created on behalf of Steubenville Catholic Schools, our teams, a particular class, teacher, band, clubs, athletics, etc.*

These are the approved Social Media Account(s) for Steubenville Catholic Schools as of 7/1/24

- Steubenville Catholic Schools on Facebook, Instagram, Twitter, and LinkedIn
- Steubenville Catholic Central High School on Facebook
- Bishop John King Mussio Elementary School on Facebook
- Steubenville Catholic Central High School Athletics and Band on Facebook
- Steubenville Catholic Central High School Alumni Association on Facebook

VI. Posting During a Crisis

In a crisis situation, you as a Steubenville Catholic Schools faculty, staff member, or coach are not to use social media to make a statement. A formal press release will be created by the Diocesan Director of Communication.

VII. Media, Photography or Film

A reporter, producer or other news media may contact you for a number of reasons, for example:

- a. To get information about Steubenville Catholic Schools, teachers or employees.
- b. To get information about a recent, unexpected event such as natural disasters, thefts or arrests, accidents or injuries; parent or teacher complaints, federal, state or local regulatory actions; etc.
- c. To get information or comments about an action or event that could impact our school district, teachers and/or staff, students or changes in school or government policies.
- d. To get general information on a relevant story in our community such as changes to local or state government officials or policies, problems or issues specific to the academic community.
- e. Refer all media calls to your school's Principal. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "Steubenville Catholic Schools' policy is to refer all media inquiries to the Principal."
- f. Whenever taking a call from the media, the same courtesy and professionalism in which we approach our students and parents should be displayed toward the media. Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of Steubenville Catholic Schools and that first impression may end up in the story published or the news segment broadcast. In order to promote our Steubenville Catholic Schools image, it is important to respond quickly, courteously and professionally to all media calls.
- g. Please remember to contact your school's Principal if and when you have been approached by the media. Even though you have referred the media, the Principal will need to prepare a response. Do not let a reporter compel you to answer questions on the spot. It is always beneficial for the principal to prepare in advance in order to provide accurate and relevant information.
- h. A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside one of our facilities. Refer the caller to your school's Principal. No one will be given access to your facility/school for a photo or filming without approval from the Principal.
- i. Please know that only the school Principal give the media approval to enter their facility. When dealing with reporters and camera crews who may show up unannounced, staff and employees should act with the same courtesy and professionalism as we approach our parents and students and contact the school principal immediately.

VIII. Student Guidelines

a. Personal Responsibility

1. As a student of Steubenville Catholic Schools, you are expected to demonstrate responsible behavior, and any disrespect to the school, faculty, staff, coaches, or to your peers - in addition to posting photos

or videos of other students without consent - may result in disciplinary action, depending on the severity of the situation.

2. Students are not permitted to create any form of social networks, blogs, internet websites, internet forums, and wikis (including but is not limited to Facebook, Twitter, Instagram, Twitter, YouTube, Google, etc.) that represent Steubenville Catholic Schools in any fashion.

b. Cyberbullying

1. Cyberbullying by a Steubenville Catholic Schools student directed toward another Steubenville Catholic Schools student or school staff member is conduct that disrupts both a pupil's ability to learn and a school's ability to educate its pupils in a safe environment.
2. Steubenville Catholic Schools prohibits acts of cyberbullying by Steubenville Catholic Schools students through the use of any Steubenville Catholic Schools owned, operated, and supervised technologies. The school principal or designee shall report allegations of cyberbullying to law enforcement authorities.
3. Any act online, the internet or through electronic devices (cellular phones, tablets) that deliberately threatens, harasses, intimidates an individual or group of individuals; places an individual in reasonable fear of harm to the individual or damage to the individual's property; has the effect of substantially disrupting the orderly operation of the school is considered cyberbullying.
4. Any student or school staff member that believes he/she has or is being subjected to cyberbullying, as well as any person who has reason to believe a student or school staff member has knowledge or reason to believe another pupil or school staff member is being subjected to or has been subjected to cyberbullying shall immediately make a report to the school principal or designee. Steubenville Catholic Schools has a zero tolerance policy against cyberbullying and each reported instance will be handled in accordance with district, local and state laws, policies and guidelines.

c. Sexting

1. Sexting is the sending of sexually suggestive text messages, photos, or videos by cell phone or other electronic devices. In addition to serious criminal charges, sexting can result in harassment and lasting harm to a student's reputation, and therefore may warrant school disciplinary action.
2. Students that take and share nude or sexual images of themselves or other students under the age of 18 may be prosecuted under Ohio's child pornography laws.
3. Sexting shall be reported to the school principal immediately upon discovery. The principal shall then contact law enforcements immediately following discovery. The principal will notify the Diocesan Superintendent and Diocesan Civil Attorney when sexting has occurred on school property or involves Catholic school students at a school-sponsored event/activity
4. If sexting has occurred and the parties involved are both/all under the age of 18, the Diocesan Attorney shall notify the juvenile authorities.

5. Should one of the parties involved in a sexting incident be 18 years of age or older, the incident shall be reported to the local prosecutor's office, and the incident shall be handled in accordance with the Diocesan Decree of Child Protection.
6. The principal shall notify the parent/guardians of an alleged victim of sexting, of their right to contact civil authorities.
7. For more details, please refer to the Diocesan Decree of Child Protection.

Director of Marketing – Duties and Responsibilities

At Steubenville Catholic Schools, our Director of Marketing uses 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. The tools we use to do this are our website, Facebook, Instagram, Twitter, and LinkedIn

Director of Marketing's Role:

Daily posting and engagement

Daily customer service

Strategy and planning

Advertising

Security and passwords

Monitoring and listening

Approvals

Crisis response directed by the building principal or Diocesan Director of Communication

Responding to Comments:

Whether positive or negative, it is important for the Steubenville Catholic Schools to respond to comments on our social media posts. Responses to comments or questions asked by community members are only to be made by the Director of Marketing. All comments — both positive and negative — should be responded to within 24 hours during the school week, and within 48 hours on the weekend. Steubenville Catholic Schools 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.

Social Media Accounts:

Please know that the social media requirement by the school is that there is only one official social media page for Steubenville Catholic Central High School. If an additional social media profile is needed please contact the Marketing Director to analyze the situation. Sport teams, clubs, and/or any organization that is connected to the school are NOT permitted to have their own social media page or pages. All postings need to be shared through the official CCHS platform. This ensures that all postings related to CCHS are applicable to our Social Media Policy.

Alisha Teramana

Director of Marketing
Steubenville Catholic Schools