



Social Media at St. Anna

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BACKGROUND

St. Anna Catholic School continues to flourish because of the dedication and hard work of the faculty, staff, administration, volunteers and parents who work together to create an educational environment that promotes academic excellence in an atmosphere of faith and Catholic values. We teach Catholic virtues in a faith-centered community, preparing students to become strong, intelligent persons, who love God and accept life-long responsibility for themselves and others.

SOCIAL MEDIA GUIDELINES

The St. Anna Catholic School Board has established the following Social Media Guidelines. These guidelines were developed after a thoughtful review and discussion. We hope that in the spirit of our school's faith, community, and values, this policy is embraced with understanding. Staff, faculty, administration, parents, students, and volunteers must be cognizant that any use of social media is a reflection St. Anna Catholic School, its mission statement, and values. More importantly, we must set an example for our children about being responsible for what we choose to share on social media since it will be around for a long time, is stored, and can be monitored at any time.

These guidelines suggest best practices of the publication of and commentary on social media. Social media means any facility for online publication and commentary, including, but not limited to, emails, blogs, wiki's, schoolnotes.com etc. Social networking sites including, but not limited to, Facebook, LinkedIn, Twitter, Flickr, Google+, Pinterest, Vimeo, Edmodo, SnapChat, Instagram, YouTube and any derivative apps.

St. Anna follows the general laws that apply to on-line social spaces including the federal Children's Online Privacy Protection Act, which is a law that oversees how websites interact with children under age 13. Any content that is deemed to be prohibited or objectionable will be removed by the St. Anna administered sites by the Headmaster, Principal and/or the delegate assigned to maintain the social media presence.

Further, it is the policy of St. Anna Catholic School that we will not post the names of any children associated with their photo on any Internet site unless permission has been granted from the parent/guardian via a signed release form collected in the beginning of every school year.

Policies have been created for employees, students and parents/volunteers at St. Anna Catholic School.

EMPLOYEES OF ST. ANNA CATHOLIC SCHOOL

Employees of St. Anna Catholic School should be aware that they will be identified as working for and representing the school in what they do and say online. This social media policy is in addition to the Diocese of Worcester Code of Ministerial Conduct. St. Anna Catholic School employees are free to publish or comment via social media in accordance with these guidelines.

1. Teachers should treat social media sites as an extension of the classroom and should weigh every posting for how it affects their effectiveness as teachers and role models.
2. While it's acceptable to talk about your work and have a dialog with the community, it is unacceptable to publish confidential information. Confidential information includes things such as student information, grades, or any other confidential information that would identify individuals. We must protect and respect the privacy of our students, staff, parents, and school community.
3. Employees may not use commentary deemed to be defamatory, obscene, proprietary or slanderous.
4. Employees must not use copyrighted material (unless the source is noted) or plagiarize.
5. Exercise caution with regard to exaggerations, inappropriate language, derogatory comments or potentially slanderous remarks about St. Anna Catholic School.
6. Make sure that blogging, Facebook, texting or other social media outlets do not interfere with your job or other commitments to St. Anna Catholic School.
7. All uses of social media must follow the same ethical standards that St. Anna Catholic School's employees must follow.
8. We are all human. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly.

Once again, it's all about judgment: using your Facebook page or other social media outlets to disparage or embarrass St. Anna Catholic School, its parish, or your co-workers, is dangerous and ill-advised.

Policy violations will be subject to disciplinary action, up to and including termination for cause in accordance with St. Anna School policies. We reserve the right to terminate employees immediately if the content they have shared on social media sites is derogatory or slanderous towards St. Anna Catholic School or its affiliates.

GRADES 4–8: STUDENTS AT ST. ANNA CATHOLIC SCHOOL

The following guidelines are in place for our upper elementary and middle school students at St. Anna Catholic School. Students must learn how to use social media responsibly and effectively. First, all online communications are stored and can be monitored. Once it is published, it will be around for a long time, so consider your content carefully. Second, do not blog anonymously, use pseudonyms or false screen names, but be smart about protecting yourself and your privacy. Be cautious about disclosing personal details. Finally, in light of our Catholic values, we respectfully ask the following of our students:

1. Respect the privacy of others by not sharing personal information or hurtful comments about classmates via social media including e-mail and texting.

2. Personal videos of individual class activities, concerts, sports, drama productions, class trips extracurricular activities, etc. which are shared on Facebook, Snapchat, YouTube or other sites must be appropriate and not libelous.
3. Photos of students taken during class activities, concerts, sports, drama productions, extracurricular activities, or trips which are shared on social networking sites must be appropriate and not libelous.

The following **will not be tolerated** by any student on any social media sites and the student is subject to school suspension or expulsion at the sole discretion of the Principal and the Headmaster.

- Offensive language, including but not limited to ethnic, religious and racial slurs; profanity; sexually explicit language; use of acronyms of offensive expressions.
- Use of inflammatory or inappropriate language, or personal attacks of any kind.
- Cyberbullying of any kind, including insulting, targeting, embarrassing or excluding any individuals.

ST. ANNA CATHOLIC SCHOOL PARENTS AND VOLUNTEERS

COMMITMENT AND RESPONSIBILITY WHEN USING SOCIAL MEDIA

Social media is a great way to promote our school. We have so many wonderful things we do here that we need to celebrate and to promote. All content which is published by the St. Anna Website, Facebook Pages, Twitter Account, Google +, Linked In or other social media sites can then be shared on your own social media accounts. This provides St. Anna Catholic School with a tremendous amount of exposure and good will. We encourage parents and volunteers to engage in the following:

- Encourage participation and promote official St. Anna Catholic School events, activities, and programs
- Distribute advance notices of St. Anna Catholic School events and programs
- Encourage participation in fundraisers, food/clothing drives, and other events and initiatives.
- Inform St. Anna families, friends, alumni, and supporters about news, events or programs
- Recognize special achievements or accomplishments of St. Anna students, families and staff members

However, we respectfully ask that on your social media sites that you do not engage in the following:

- Converse about St. Anna Catholic School business or private discussions in a negative manner
- Air grievances with fellow volunteers, school administrators, teachers, parents, students or other individuals.
- Use inflammatory or inappropriate language, or personal attacks of any kind with respect to St. Anna Catholic School.

St. Anna does not seek to censor posts or limit freedom of speech on its social media platforms or yours. However, we ask that you carefully consider what you are posting as it may affect the livelihood of the employees and students at the school.

We thank you for your consideration and cooperation in this matter.