

6205 ONLINE SOCIAL MEDIA POLICY

Although this policy closely mirrors the Diocesan policy on social media, due to the special, privileged and powerful relationship between a Catholic school and its parents and students, sections of this policy are more restrictive. The first legal duty of a Catholic school is to keep those entrusted to them safe. The Catholic schools of the Diocese of Fort Worth acknowledge the right of employees to use personal websites, social networks, wikis, weblogs and other emerging technologies not only as a form of self-expression, and, in their individual capacity, as a means to further the work of the Church.

This policy supports other related Diocesan and school policies, including Acceptable Technology Use and the ***Code of Conduct & Behavior Standards for All Clergy, Religious and Lay Ministers***.

All social media being used by Catholic entities must be clearly branded in order provide institutional authority as well as avoid confusion. Unless you have been officially authorized in writing to speak or act on behalf of a Catholic entity, employees are prohibited to use such brandings or create secondary social media sites that give the illusion of being authoritative.

All social media used by Catholic entities must comply with the Minimum Social Media Requirements contained in Policy 6210. The school reserves the right to regularly monitor any and all schools based computers. In addition, it is the policy of the Catholic schools of the Diocese of Fort Worth that every portable information/data storage device used by a school staff member or student may be examined at any time because it may contain something dangerous.

The school reserves the right to monitor professional websites, social networks, wikis or weblogs created on school computers during the course of a normal workday, or on school computers on personal time.

Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.

The school requires that you confine your personal website, social network or weblog commentary to topics unrelated to the Diocese or its schools (or in certain cases, that you temporarily suspend your website or weblog activity altogether) if it believes this is necessary or advisable to ensure compliance with this policy or federal and state laws.

Likewise, parents should be made aware that the school is making use of only school controlled websites, social networks, weblogs and other emerging technologies to communicate with

students. School employees will model safe and effective use of technology for students including developmentally appropriate instructions on responsibility associated with the use of technology and the possible dangers associated with technology.

6210 THE MINIMUM SOCIAL MEDIA REQUIREMENTS

The following guidelines are required for schools wishing to establish social media. These requirements apply to all current and future social media, including but not limited to websites, wikis, Facebook, Twitter, blogs and other emerging technologies.

- Site administrators must be adults and approved employees of the school
- There must be at least two site administrators for each site to allow for rapid response and continuous monitoring and updating of the site.
- All social media must be reviewed by the Principal or the Pastor before implementation to ensure it is not in conflict with current standards, policies and Catholic teachings.
- Personal sites shall not be used in connection with school programs or to communicate with students. Students are defined as any and all students enrolled in a Catholic school in the Diocese of Fort Worth.
- Passwords, names of the sites and the site addresses or site location information shall be registered in a central location in the school and at least two (2) adults must have access to this information.
- In establishing a school site, know and abide by these key “Rules of the Road”:
 - ✓ Abide by all diocesan, parish and/or school guidelines
 - ✓ All communication by school employees reflect on the Church and the school
 - ✓ Do not claim or in any way give the impression or the appearance of representing the official position of the school or the teachings of the Church, unless you have written authorization to do so.
 - ✓ All school social media sites shall be clearly branded and identified to provide institutional authority and to avoid confusion.
 - ✓ Abide by all copyright, fair use and financial disclosure laws.
 - ✓ Never divulge confidential information.
 - ✓ Do not cite others, post photographs or videos of other individuals or link to their material without express written approval. Media involving minors must have written parental approval.
 - ✓ Practice Christian charity.

STUDENTS AND PARENTS CAN BE HELD ACCOUNTABLE BY THE SCHOOL FOR THE INAPPROPRIATE USE OF SOCIAL MEDIA WHILE OFF CAMPUS IF THIS BEHAVIOR BECOMES DISRUPTIVE TO THE LEARNING ENVIRONMENT OR THE OVERALL HEALTH OF THE SCHOOL. CONSEQUENCES CAN BE ADMINISTERED IF USE OF SOCIAL MEDIA CONFLICTS WITH OUR DIOCESAN ACCEPTABLE USE POLICY, THE SCHOOL'S BULLYING POLICY OR THE TEACHINGS OF THE CATHOLIC CHURCH.

Acceptable Use Policies for Internet Access

Telecommunications access at Saint Maria Goretti Catholic School is provided for the purpose of student enrichment in elementary and junior high in preparation for higher education and ultimately to provide student with skills for lifelong learning. Students and parents agree to support all legal and ethical guidelines established by the SMG Advisory Council and Administration.

- All use of the Internet must be in support of education and research and consistent with the mission of the Catholic school.
- The user must abide by acceptable use rules of any network being used/accessed.
- Any use of the Internet to facilitate illegal activity is prohibited.
- Any use of the Internet for commercial or for-profit purposes is prohibited.
- Any use of the Internet for advertisement or political lobbying is prohibited.
- Unauthorized use of copyrighted material is prohibited.
- Network accounts are to be used only by the authorized owner of the account for the authorized purpose.
- Electronic communications to and from Saint Maria Goretti Catholic School should reflect the Christian principles and educational goals of the school.

Netiquette

- Be polite.
- Do not use vulgar or obscene language.
- Users shall not intentionally seek information on, obtain copies of, or modify files, other data or passwords belonging to other users, or misrepresent themselves on the Internet.
- All communications and information accessible via the Internet should be assumed to be private property.
- Do not intentionally disrupt the network or other users.
- No use of the network shall serve to disrupt the use of the network by other; hardware or software shall not be destroyed, modified or abused in any way.
- Use caution when revealing your address or phone number (or those of others).
- Electronic mail is not guaranteed to be private.
- Posting of anonymous messages is prohibited.
- Abide by generally accepted rules of network etiquette and ethics.

Inappropriate Uses of Technology

- Hate mail, harassment, discriminatory remarks, and other antisocial behavior are prohibited.
- The illegal installation of copyrighted software for use on school computers is prohibited.
- Texting between students and teachers and /or staff members of SMG School is prohibited.
- “Friending” on social networking sites between students and teachers and/or staff members of SMG School is prohibited.
- Accessing music or video services such as Spotify, Pandora, Amazon, iTunes, Netflix, etc. by students without prior permission at SMG School is prohibited.

Inappropriate Postings to the Internet, Texting, or Cyber Bullying

Students should be aware that the texting of or posting of inappropriate, vulgar, threatening, or demeaning statements or images on the internet will subject them to school discipline for engaging in such behavior. While the texting or posting of demeaning or threatening statements may not have occurred on school time or utilized school equipment, they, nonetheless, have the potential to negatively impact the school's efforts to maintain a safe and dignified learning environment for all students. Engaging in Calumny, detraction, or other offenses against the dignity of others via text message or on the internet will be disciplined according to the school's Discipline System. The school has the right to demand that a student remove such postings as a condition of his/her continued enrollment in the school. While on campus or using school equipment, students should not access social networking sites such as Facebook, Instagram, Twitter, Snapchat, Vine, etc.

Blogs

Engagement in online blogs such as, but not limited to Facebook, etc. may result in disciplinary actions if the content of the student or parent's blog includes defamatory comments regarding the school, the faculty, other students or the parish. No parent should open/post/tweet/comment to a social media blog site such as a Facebook, Twitter, etc. account under the name of the school or a particular grade or organization. The only official Saint Maria Goretti Catholic School Facebook® page is the one created and monitored by the SMG staff. A parent who chooses to create/contribute to such an account may subject his/her child(ren) to separation from the school.

Social Media Postings of Student Photographs

Saint Maria Goretti Catholic School works to protect the confidentiality rights of all students. The Family Education Rights and Privacy Act of 1973 (FERPA) and the Child Protection Act of 2012 (CPA) were designed to protect personally identifiable information of minors. Saint Maria Goretti Catholic School adheres to these laws in its attempt to protect the privacy rights of all students. As a result, the parents of students enrolled at Saint Maria Goretti Catholic School are forbidden from posting photographs taken at school sponsored events that include the images of students other than their own child without parent permission on their personal Facebook® page and other social media sites. Such postings are a violation of the Saint Maria Goretti Catholic School's adherence to FERPA and the Child Protection Act. The students of parents who post such photos may be separated from Saint Maria Goretti Catholic School.

Instagram® and other Social Media Resources:

As stated in the Social Media Policy, photos and captions on a student or parent's Instagram® or any other Social Media Resources account that depict the school, the faculty, other students, or the parish in a defamatory way may result in disciplinary action.