



SOCIAL MEDIA POLICY

PURPOSE

The purpose of these guidelines is to provide guidance for the use of official school social media platforms, ensuring that all content supports the school's mission, values, and ethical and legal standards, while protecting both the school and its employees.

All official school social media use is subject to this policy, and must comply with applicable laws and school policies.

This policy also acts to provide guidance on professional and responsible use of social media by Promontory School employees and representatives. Because the lines between personal and professional online activity are often blurred, employees, volunteers, and board members are expected to consider how their online conduct—on personal or school accounts—may reflect on the school, its students, families, and community. Nothing in this policy is intended to interfere with rights protected under state or federal law, including protected speech or protected concerted activity. When using personal social media accounts, individuals remain responsible for complying with applicable legal and professional obligations related to confidentiality, professional conduct, and the protection and safety of individuals.

POLICY

Official School Social Media Platforms

General Expectations

- Ensure that all content supports the educational mission of Promontory School of Expeditionary Learning and uphold professional, ethical, and legal standards.
- Social media use must serve a clear educational or school-related purpose.
- Employees are expected to maintain professional conduct at all times when engaging online.

Authorization & Oversight

- Individuals must receive prior approval from the school Director or a member of the administrative team before creating or using a professional social media account associated with Promontory School.



- Employees creating official school social media accounts (under the direction of school administration) are responsible for all content posted to profiles, pages or groups of social media sites used for Promontory school business.
- A member of the Administration team must be included as an administrator of any school-related page, group, or account.
- School administration reserves the right to review, monitor, audit, modify, or remove content from any school-authorized social media account at any time.
- Employees must use separate professional accounts for any school business.
 - Personal social media accounts may not be used for official Promontory School business.
- When communicating with students, employees should use group platforms or school-approved communication tools.
- To maintain transparency and appropriate boundaries, employees should avoid one-on-one electronic communication and include a parent/guardian, team teacher, or administrator when individual communication is necessary.
- Professional social media use should be limited to activities that directly support instruction, communication, or school operations.

Employee Social Media Use

The lines between public and private, personal and professional are blurred in the digital world. Even on personal accounts, you may be publicly associated with Promontory School through what you post, comment on, or share.

Employees should not “friend”, follow, or interact with students on personal social media accounts. Employees are encouraged to carefully consider professional boundaries when engaging with students’ parents, guardians, or family members on social media.

Personal social media accounts are generally private. However, any content that involves Promontory School, its students, employees, or families—or that could reasonably be seen as representing the school—must comply with professional, ethical, and legal standards. This includes, but is not limited to, posting student images, sharing school-related information, or commenting on school matters.

Even when content does not involve the school, online conduct that is illegal, constitutes harassment, discrimination, threats, breaches confidentiality, or otherwise materially interferes with the employee’s job performance or the school’s operations may affect employment, up to and including termination, in accordance with school policy and applicable law.

Professional Use of Social Media



When posting to any professional school page or group, employees must ensure that:

- All content aligns with school policy and educational standards.
- Express ideas and opinions in a respectful manner.
- All communications should be in good taste and meet educational standards.
- Posting students' photos on personal accounts is discouraged, except when sharing content from official school social media accounts.
- Photos must be consistent with school dress standards.
- Images or pictures should portray employees and the school in a professional manner.
- No political, religious, or sexual content is posted on Promontory School Platforms.

Personal Use of Social Media

Even when posting to personal pages or groups, an employee should understand that:

- Employees are personally responsible for the content they publish online.
- Online postings and conversations are not private.
- Content shared online should be considered permanent, even if later deleted.
- Work time should not be used to engage on personal social media platforms.
- If you identify yourself as a school employee online, your online presence should reflect the professional standards and the mission of Promontory School.
- Employees should clarify that views expressed are their own and not necessarily those of the school; however, a disclaimer does not remove personal responsibility for online conduct.
- Posting student information or images without authorization may violate FERPA, student privacy laws, or parental rights, and may result in disciplinary action.

Privacy & Protections

Photos, videos, audio, or digital images of employees, parents, or community members may be used on official school social media when taken at school-sponsored or public events where there is no reasonable expectation of privacy, provided the content is respectful and appropriate. Individuals who have specific safety, privacy, or legal concerns related to the use of their image may submit a written request to school administration for review. The school will consider such requests on a case-by-case



basis but cannot guarantee removal of images taken at public or school-sponsored events where there is no reasonable expectation of privacy. While the school will make reasonable efforts to honor such requests, it may not be feasible to remove or recall materials already published or distributed.

The school will maintain procedures for obtaining parent/guardian consent regarding the use of student photographs, videos, audio recordings, or other digital reproductions. These procedures may be updated as needed and communicated through school forms or official communications. Parents/guardians will be provided a method to decline or limit permission in accordance with school procedures.

- When posting to social media, students' names may only be posted in accordance with FERPA and the school's media consent procedures. Unless specifically authorized by a parent/guardian, the school will generally limit identification to first names or initials, especially when paired with images or other personal information.
- If a parent/guardian declines or limits permission, the school will make reasonable efforts to honor those preferences and protect the student's privacy on official school media and communication platforms.
- Parents/guardians may change or withdraw previously granted media permissions by notifying the school in accordance with school procedures. Revocation will apply to future use of images and recordings. While the school will make reasonable efforts to honor such requests, it may not be feasible to remove or recall materials already published or distributed.

The school cannot control or be responsible for photos, videos, or recordings captured and shared by parents, guests, or other third parties at public or school-sponsored events.

Social media will not be used to harass or bully others in any way, and any such use of social media will be considered a violation of bullying and harassment policies and/or applicable laws. Misuse of personal social media that negatively affects the health, safety, or welfare of any member of the school community, or that disrupts the educational environment, may result in referral to law enforcement and/or disciplinary action in accordance with applicable law and school policy.

Reporting Concerns

Anyone who becomes aware of a potential violation of these guidelines should report the concern to school administration immediately.