



Mountain Song Community School Social Media Policy

Purpose

At Mountain Song Community School we believe effective communication with colleagues, students, and families is vital for a thriving school environment where all stakeholders feel heard and engaged. Social media and digital communication offer a means by which school community members can quickly communicate with others, share information, and exchange ideas.

Information exchanged may include promotional materials, educational content, and school activities, amongst others. Social media platforms used by the School include the [Mountain Song Community School website](#), and other social media sites linked on our website. Faculty, staff, students, and community members are expected to show respect by following the guidelines outlined in this policy, and to take the privacy of others into careful consideration.

Guidelines

- Be responsible, respectful, and inclusive.
- Be supportive of the school, colleagues, students, and families.
- Be respectful of perspectives that differ from one's own.
- Refrain from responses that contradict other school employees, or responses that voice or encourage grievances on social media. Refer to the [Grievance Policy](#) and [Communication Policy](#) for further information.
- The only school or class announcements to be made on social media are those that have already been formally communicated in established systems that include all relevant families. School announcements made only on social media exclude families that do not engage in social media, and so should be avoided.

Responding to Comments/Questions

Whether positive or negative, it is important for Mountain Song Community School to respond to comments or questions on our social media posts. Responses to comments or questions asked by community members are only to be made by the School's Social Media Team, which includes the Executive Director, Board President, Communication Specialist, and others

designated by the School and/or Board. Comments or questions should be responded to within 2 business days. Mountain Song Community School will handle addressing the comment or question publicly or privately (via a direct message) on a case-by-case basis.

Privacy Protection

To ensure the safety of our community, Mountain Song Community School will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent. Photos of students will not be posted on Mountain Song Community School's social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, by completing the Media Permission slip on file with the Front Office, students automatically opt-in. Students, faculty, and staff should similarly respect each other's confidential information.

Expectations for Mountain Song Faculty and Staff

As a member of the Mountain Song community, you are expected to act professionally on social media. If you wish to post any content of your classes, practices, or in-school interactions on the School's social media platforms, please send it to the School's Social Media Team for proper review to be posted to the Mountain Song Community School accounts. Never use photos of students on your own personal accounts.

Expectations for Mountain Song Board Members

Each Board Member is free to provide a personal point of view and interact as an individual on Mountain Song Social Media platforms, but discussions, opinions, views, statements, and explanations of any kind, whether verbal or written, expressed by any individual Board Member should be considered to be the personal opinion of the Board Member, may not be representative of the Board, and are not binding on the Board or MSCS. It is important that the Board maintains "one voice" regarding Board decisions and positions when speaking with the public.

Expectations for Mountain Song Students and Families

As a student or family member of Mountain Song Community School, you are welcome to participate in interactions with the school online. You are expected to follow the social media guidelines as outlined in this policy.

Posting information that is considered private, including conversations, names, personal schedules, addresses, phone numbers, identifiable photos of other students, etc. without noted consent, or disrespectful or threatening communication to the school or Mountain Song Community members may result in: the removal of your post/comment, your removal from the online group, and/or being reported to social media platforms or authorities.