

Social Media Use by KIS Student Clubs

Clubs with existing social media accounts:

Responsibilities of Club Advisor:

1. Be aware of all social media accounts for the club.
 - a. Be aware of the privacy settings for these accounts
2. Regularly monitor activity on these accounts to help guide professional and responsible use.
 - a. Have Club Leaders show you the posts on a regular basis
3. Provide club leaders guidance on how to maintain account security.
 - a. Club Advisors are NOT required to have login credentials
4. Regularly conference with Club Leaders about the purpose and effectiveness of club social media accounts

Responsibilities of Club Leader(s):

1. Ensure that your posts/activity follow the KIS [Social Media Guidance](#).
2. Regularly monitor activity on these accounts to help guide professional and responsible use.
3. Must have access to change account security settings (password updates) and recover the account if necessary.
 - a. Access to admin email
 - b. Access to recovery email

Creating new club social media accounts:

Responsibilities of Club Advisor:

1. Facilitate discussion with club leaders or with club as a whole using the guiding questions below:
 - a. What purpose will the social media account hold for the club?
 - b. How will this account support the club's mission/vision?
 - c. Who is the target audience?
 - d. What are we hoping to achieve with this account?
 - e. What types of posts do we plan to post?
 - f. What is the process for moderating posts?
2. Determine how to set up the account with accessible recovery options.
 - a. This must be controlled by the Club Leader using their KIS Student Google Account email for setup

Responsibilities of Club Leader(s):

1. Have a conversation with the Club Advisor before any new social media account creation
2. Include club members in conversations around club social media account creation
3. Actively participate in discussions around the purpose and responsible creation of social media accounts
4. Ensure that your posts/activity follow the KIS [Social Media Guidance](#).
5. Regularly monitor activity on these accounts to help guide professional and responsible use.
6. Must have access to change account security settings (password updates) and recover the account if necessary.
 - a. Access to admin email
 - b. Access to recovery email

Transition of account access

Continuing Clubs: By the second week of May, club leaders need to determine if the social media accounts need to be transitioned to another person (share or change login credentials).

Discontinued Clubs: By the second week of May, club leaders are recommended to close associated social media accounts.

Registration of club social media accounts

All club social media account names, handles, and recovery email addresses will be collected by the school.

Please note all social media accounts created and controlled by student clubs are not KIS official accounts. If clubs would like specific posts to be included in KIS official accounts, please contact the divisional Associate Principal for assistance.