



# WESTSIDE

ATLANTA CHARTER SCHOOL

## **DRAFT Social Media Policy**

Adopted on \_\_\_\_\_ Last Reviewed On \_\_\_\_\_ Last Revised On \_\_\_\_\_

### **Purpose**

The purpose of this policy is to provide clear guidance to social media contractors managing or staff supporting Westside Atlanta Charter School’s (WACS) social media presence. This policy is designed to ensure that all content reflects the school’s values, protects students and staff, and aligns with Atlanta Public Schools (APS) district policies, including all Family Educational Rights and Privacy Act (FERPA) and privacy regulations.

### **Scope**

This policy applies to all social media contractors and/or designated staff hired to provide social media strategy, content creation, posting, monitoring, and engagement services for any official Westside Atlanta Charter School platform (e.g., Facebook, Instagram, Twitter/X, YouTube, etc.).

### **General Guidelines for Contractors and Staff**

Social media contractors and/or designated staff must identify themselves as acting on behalf of WACS when engaging on school-owned social media channels. Add a disclaimer like: “*Proud to be part of the team at WACS*” or use hashtags like #Employee or #ProudEmployee if needed.

Social media contractors and/or designated staff must not post personal opinions or commentary under WACS profiles.

All posts must reflect professionalism, respect, and inclusivity.

All content must align with the mission and core values of WACS and adhere to APS district standards.

Give proper credit when sharing articles, images, or content from others .

Do not post copyrighted material without permission or proper attribution.

Follow the WACS Crisis Communication Policy.

**Von**

## **Student Privacy & Protection**

Do not post any student's full name, identifying details, or personal information (e.g., birthdates, addresses, and/or student ID numbers).

Photos or videos of students must not be posted without confirmed media release forms. (WACS will provide a list of students with approved media release).

Content must comply with FERPA (Family Educational Rights and Privacy Act), COPPA (Children's Online Privacy Protection Act – U.S.), Intellectual Property & Copyright Laws, Criminal Harassment & Cyberharassment (Georgia Code § 16-11-39.1), and bullying and cyberbullying consistently with Georgia statutes (O.C.G.A. § 20-2-751.4) at all times.

## **CONTENT PILLARS**

To help ensure our content is balanced, consistent, and aligned with our mission, content should fall in one of the following categories.

### **1. Student Life & Joy**

- Capture the fun: spirit days, field trips, recess, clubs, classroom celebrations, sporting events, etc.
- Focus on moments that show learning is joyful.

### **2. Academic Excellence**

- Highlight student work (with permission from the teacher).
- Share project-based learning moments.
- School awards, accolades, etc.

### **3. Teacher Features**

- Showcase the passionate educators shaping young minds.
- Behind-the-scenes, classroom setup days, Q&As.
- Teacher projects

### **4. Parent & Community Involvement**

- Volunteer spotlights, parent events, Community Council meetings, fundraisers.
- Highlight partnerships with Business Partners or community groups.

### **5. Events & Updates**

- Keep the community informed on key dates (testing, conferences, performances).

- Use visuals like countdowns, reels, and reminders for upcoming activities and events.

## **CONTENT APPROVAL**

Social media contractors and/or designated staff must submit a monthly content calendar to the WACS Communications Team or designated staff member for approval before publishing.

Real-time or event-based content should be submitted at least 24 hours in advance for review unless pre-approved for live coverage.

## **ACCOUNT ACCESS & SECURITY**

Social media contractors and/or designated staff will be granted temporary or limited access to official accounts via secure login protocols (e.g., password manager or admin permissions).

Social media contractors and/or designated staff will not create new accounts tied to or using the Westside Atlanta Charter School name, logo, or mascot without the express written permission of the Director of Development and Communications.

Social media contractors and/or designated staff may not change passwords or security settings unless specifically instructed.

Access must be revoked immediately upon contract/designation termination.

## **PROHIBITED CONTENT**

Social media contractors and/or designated staff are strictly prohibited from posting:

- Political endorsements or partisan opinions.
- Offensive, inflammatory, or discriminatory remarks.
- Unverified or false information.
- Content that promotes personal services or third-party businesses.

## **INTELLECTUAL PROPERTY**

All content created by social media contractors and/or designated staff for WACS becomes the property of Westside Atlanta Charter School and may be used, modified, or repurposed at the school's discretion.

## **CRISIS COMMUNICATION**

In the event of a crisis or emergency:

- Social media contractors and/or designated staff must pause all scheduled content.
- Social media contractors and/or designated staff must immediately notify the WACS Communications Team and wait for further instruction before posting.
- No posts may be made during a crisis unless directed by the Executive Director.

## **COMPLIANCE & TERMINATION**

Failure to adhere to this policy may result in:

- Immediate termination of contract.
- Revocation of account access.
- Possible legal action, depending on the severity of the breach.

## **Acknowledgment**

I, the undersigned, have read and understood the above Social Media Policy and agree to comply fully with its terms and conditions.

Contractor Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **NOTES FROM DR. TANNER:**

Excellent! I love the portion that addresses emergencies.

I would love to hear your thoughts on a policy for staff and social media accounts created for clubs and individual posts.

I think that social media should be closely managed. There should be only 1 account especially being that the school is not a large school. This helps control the brand and the story that is told. Every post should be in good taste and fall within 1 of the content pillars. No more than 1-2...maybe 3 people should be responsible for actually posting and writing captions. As we discussed in our meeting, both teachers and staff can drop images into a school dropbox for posting purposes. ~Monica

Staff create instagram pages using the WACS name. Sometimes the post doesn't align with our branding (i.e. students standing on a desk dancing after school).

Staff posting on social media about administration and other teachers. These types of posts can violate the Ga Professional Ethics policies.