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# BRUSH SCHOOL DISTRICT RE-2J

Brush Secondary Campus  
Student Activities Department

## SOCIAL MEDIA POSITION STATEMENT

Grades 6–12 Student-Athletes and Coaches

*Adopted by Brush Secondary Campus Student Activities Department*

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### OVERVIEW

Social media has become an integral part of today's society. The wide variety of social networking tools available provides students easy access to share news and events with one another. Platforms such as Instagram, TikTok, Snapchat, X (formerly Twitter), Facebook, YouTube, Discord, and others offer many benefits; however, they can also be disruptive when used inappropriately. Unkind words, threats, and harmful content shared online can have serious and lasting consequences for all involved.

The Brush Secondary Campus Student Activities Department recognizes and supports its student-athletes' and coaches' rights to freedom of speech, expression, and association, including the use of social networks. In this context, each student-athlete and coach must remember that participating and competing for Brush Secondary Campus is a **privilege, not a right**. Student-athletes and coaches represent themselves, their team, Brush Secondary Campus, and Brush School District RE-2J — and are expected to portray themselves, their team, and their school in a positive manner at all times. Any online postings must be consistent with federal and state law, as well as team, school, district, and Colorado High School Activities Association (CHSAA) rules and regulations.

### PROHIBITED BEHAVIORS

Specifically prohibited behaviors include, but are not limited to:

- Sexually explicit, profane, lewd, indecent, illegal, or defamatory language or actions.
- Derogatory language regarding school personnel, coaches, officials, or other students.
- Comments designed to harass, intimidate, or bully students and/or school personnel.
- Nude, sexually-oriented, or indecent photos, images, or altered pictures.
- Threats of bodily harm or property damage directed toward any individual.
- Sharing or distributing private information about others without consent ("doxxing").
- Content targeting individuals based on race, color, creed, religion, national origin, sex, sexual orientation, gender identity, disability, age, or any other protected characteristic.

Also prohibited are on-campus connections to off-campus violations of this policy:

- Use of school computers or school networks to view off-campus postings that violate this policy.
- Students accessing prohibited posts at school on personal devices.
- Distribution of printed copies of prohibited posts on school property.
- Re-sharing or re-communicating prohibited content within the school community.

Any authorized or unauthorized use of computer software, networks, telecommunications devices, information technology, or related technologies — whether in school or out of school — that disrupts or

interferes with the educational process is prohibited and may result in removal from the team or activity and/or a recommendation for expulsion.

## APPLICABLE COLORADO LAWS

The following Colorado statutes govern social media conduct, cyberbullying, and online harassment. Violations may result in criminal charges in addition to school disciplinary action.

### **C.R.S. § 18-9-111 — Harassment / Kiana Arellano's Law**

A person commits harassment if, with intent to harass, annoy, or alarm another person, they directly or indirectly initiate communication — anonymously or otherwise — by telephone, data network, text message, instant message, computer, computer network, social media, or any interactive electronic medium in a manner intended to harass or threaten bodily injury or property damage, or make any obscene comment, request, suggestion, or proposal through such medium. This provision is known as Kiana Arellano's Law, named for a Colorado high school student who attempted suicide in 2013 after being cyberbullied by classmates.

*Penalty: Class 2 misdemeanor — up to 120 days in jail and/or a \$750 fine. If committed as a hate crime: Class 1 misdemeanor — up to 364 days in jail and/or a \$1,000 fine.*

### **C.R.S. § 18-3-602 — Stalking**

A person commits stalking if they knowingly make a credible threat to another person and, in connection with that threat, repeatedly follow, approach, contact, place under surveillance, or make any form of communication — including online or through social media — with that person or members of their family. Harassing a victim via the internet, posting harmful information about them online, or spreading rumors on social media may constitute stalking.

*Penalty: Class 5 felony for a first offense; Class 4 felony for a second or subsequent offense.*

### **C.R.S. § 22-32-109.1 — Colorado Safe Schools Act / Anti-Bullying Law**

Bullying is defined as any written or verbal expression, or physical or electronic act or gesture, or a pattern thereof, that is intended to coerce, intimidate, or cause any physical, mental, or emotional harm to any student. Bullying is prohibited for any reason, including but not limited to a student's academic performance, disability, race, creed, color, sex, sexual orientation, national origin, religion, ancestry, or body size/weight (HB24 -1285). Colorado law requires school districts to adopt bullying prevention policies and address cyberbullying that occurs on or off school property, including during online instruction.

*School Consequence: Disciplinary action per district policy, which may include removal from athletic teams and extracurricular activities.*

### **HB 21-1221 — Jack and Cait's Law**

This law requires the Colorado Department of Education to maintain and regularly update a Model Bullying Prevention and Education Policy using a stakeholder process that includes parents of students who have been bullied. Brush School District RE-2J must ensure its bullying prevention policies align with the CDE Model Policy.

*School districts that fail to comply may face state-level accountability measures.*

### **HB 24-1136 — Healthier Social Media Use by Youth**

This 2024 law requires the Colorado Department of Education to create and maintain a resource bank of evidence-based materials on the mental and physical health impacts of social media use by youth, internet safety, and cybersecurity — to be made available free of charge to schools, educators, and families. Schools are strongly encouraged to expand student wellness programs to address problematic technology use.

*Effective: Resource materials available to schools no later than July 1, 2025.*

## SOCIAL MEDIA GUIDELINES FOR STUDENT-ATHLETES

1. **Protect Your Personal Information.** Be careful about how much identifying information you post online. Never share your full date of birth, address, phone number, class schedule, bank account details, or daily routine. This information can facilitate identity theft or stalking. Once posted, information may become the property of the website and can be difficult or impossible to fully remove.
2. **Your Digital Footprint Is Permanent.** College admissions offices, scholarship committees, CHSAA officials, and future employers regularly review social media profiles. Even deleted content may remain accessible through search engines, screenshots, or cached pages. Maintain a digital image you will be proud of years from now.
3. **Passwords and Security.** Never share your passwords or PIN numbers. Be cautious of unsolicited emails or messages asking for login credentials. Reputable organizations do not request this information electronically.
4. **Freedom of Speech Has Limits.** Social media is not a consequence-free zone. Freedom of speech is not unlimited, and speech that threatens, harasses, or harms others may be subject to criminal penalties under Colorado law (see above). As a student-athlete at Brush Secondary Campus, your online conduct reflects on your team and school.
5. **Photos and Videos Are Permanent.** Once an image or video is uploaded to a social media platform, it may remain on that platform's servers indefinitely — even after you delete it. Internet search engines may still find that content long after deletion. Think carefully before posting anything you would not want a coach, college admissions officer, or employer to see.
6. **Represent Brush Beetdiggers with Pride.** As a Brush student-athlete, you are a public representative of your school and community. Your conduct online — including how you respond to wins, losses, officials' calls, and opposing teams — reflects Brush Secondary Campus and Brush RE-2J. Be the example of the character our school and community expect.
7. **Report Concerns.** If you witness or experience cyberbullying, threats, or other prohibited social media activity involving a fellow student-athlete, report it immediately to a coach, teacher, counselor, or administrator. You may also use Colorado's anonymous Safe2Tell reporting line (1-877-542-7233 or [safe2tell.org](https://safe2tell.org)).

## CONSEQUENCES FOR VIOLATIONS

Violations of this Social Media Position Statement may result in the following consequences, depending on the severity and nature of the conduct:

- Verbal or written warning.
- Suspension from athletic competition or activities.
- Removal from a team or activity.
- Referral to school administration for disciplinary action per the Brush RE-2J Code of Student Conduct.
- Referral to law enforcement for conduct that may violate Colorado criminal law.

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*All student-athletes and coaches at Brush Secondary Campus are expected to review this statement and adhere to its guidelines. A signed acknowledgment form will be required as part of the annual athletic and activities participation packet.*

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## REFERENCES & SOURCES

- *Colorado Revised Statutes § 18-9-111 — Harassment (Kiana Arellano's Law)*
- *Colorado Revised Statutes § 18-3-602 — Stalking*
- *Colorado Revised Statutes § 22-32-109.1 — Board of Education: Safe School Plan / Anti-Bullying*
- *Colorado Revised Statutes § 22-32-109 — Board of Education: Specific Duties*
- *HB 21-1221 — Jack and Cait's Law (Bullying Prevention Model Policy)*
- *HB 24-1136 — Healthier Social Media Use by Youth*
- *HB 24-1285 — Preventing Bullying Based on Student Physical Appearance*
- *Colorado Department of Education — Bullying Prevention and Education Model Policy (2025)*
- *Colorado High School Activities Association (CHSAA) — Eligibility and Conduct Standards*
- *Safe2Tell Colorado — Anonymous Reporting: [safe2tell.org](https://safe2tell.org) / 1-877-542-7233*
- *Beach District Principals' Association Social Media Position Statement (adopted 8-14-2012) — source document*