

Neuse Charter School Social Media Policy

Purpose

As an organization with a commitment to quality of education and the safety of our students, as well as the preservation of our outstanding reputation as a school, the standards for appropriate online communication at Neuse Charter School are necessarily high. We respect the right of students, employees, alumni, and other members of our community to the Freedom of Expression as provided by the First Amendment. However we must insist that the following standards be met by our students and faculty at all times, as well as by alumni and all other users who participate in NCS-sponsored sites.

Neuse Charter School Social Media Comments and Participation Policy

Comments to NCS-sponsored sites, such as its Website via blogs, online forms, etc., or social media sites, are welcome and encouraged. To promote respectful discussion within these forums, we request that you be courteous and productive and avoid comments that are profane, obscene, offensive, sexually explicit, inappropriate, inflammatory, libelous, defamatory, slanderous, in breach of confidentiality or would adversely affect the culture of the school or be objectionable to staff, parents or stakeholders.

For the privacy of users and their families, please assume that all postings to NCS-sponsored sites will be publicly available on the Internet and therefore publicly accessible without limitation or protection of any kind. Please consider how much personal information to share, with the understanding that this information may be linked to your name and published on the Internet. By posting a comment or other material to NCS-sponsored sites as outlined above, users give NCS the irrevocable right and license to exercise all copyright, publicity, and moral rights with respect to any content you provide, which includes using your submission for any purpose in any form and on any media, including but not limited to: displaying, modifying, reproducing, distributing, creating other works from, and publishing your submission. NCS reserves the right to review all comments before they are posted.

NCS further reserves the right to reject or remove comments for any reason, including but not limited to our belief that the comments violate this Comment Policy, to determine in its sole discretion which submissions meet its qualifications for posting, and to remove comments for any reason, including but not limited to our belief that the comments violate this Policy. Any submissions that fail to follow this Policy in any way or are otherwise irrelevant will be removed. We also reserve the right to amend this Policy from time to time in our judgment to address issues that may arise and changes in our operations or the law.

In posting material on NCS-sponsored sites, you agree not to:

- Post material that NCS determines is threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity.
- Post phone numbers, email addresses or other confidential information of students, faculty, or any other person other than yourself. If you choose to post your own contact information for any reason, please be aware that the information will be available to the public and is, therefore, subject to misuse.
- Post material that infringes on the rights of NCS or any individual or entity, including privacy, intellectual property or publication rights.
- Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization except those which are officially sponsored by NCS or granted permission by NCS, except in designated areas specifically marked for this purpose.
- Post chain letters, post the same comment multiple times, or otherwise distribute “spam” via the NCS-sponsored site.
- Allow any other individual or entity to use your identification for posting or viewing comments.
- Post comments under multiple names or using another person’s name.

NCS reserves the right to do any or all of the following:

- Ban future posts or membership of people who repeatedly violate this Policy. We may affect such bans by refusing posts from specific email addresses or IP addresses, or through other means as necessary.
- Remove comments at any time, whether or not they violate this Policy.
- User agrees to indemnify and hold harmless Neuse Charter School, its affiliates, directors, employees, successors and assigns against any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorneys’ fees and costs) arising out of any claim by a third party relating to any material user has posted on NCS-sponsored sites.

By posting a comment or material of any kind on a NCS-sponsored site, the user hereby agrees to the Policy set forth above.

Faculty Use of Social Networking Sites

NCS respects the right of employees to use social media and networking sites, as well as personal websites and blogs, but it is important that employees’ personal use of these sites does not damage the School’s reputation, its employees, or its students or their families. Employees should exercise care in setting appropriate boundaries between their personal and public online behavior, understanding that what is private in the digital world often has the possibility of becoming public, even without their knowledge or consent. The School strongly encourages all employees to carefully review the privacy settings on any social media and networking sites they use and exercise care and good judgment when posting content and information on such sites.

When using a personal social media site, an employee should not include current students as “friends,” “followers,” or any other similar terminology used by various sites. If an employee maintains or participates in a NCS-sponsored online community that extends to

persons who are students, parents, alums, or other constituents, s/he must exercise good judgment about any content that is shared on the site. Additionally, employees should adhere to the following guidelines, which are consistent with the School's workplace standards on harassment, student relationships, conduct, professional communication, and confidentiality:

- An employee should not make statements that would violate any of the School's policies, including its policies concerning discrimination or harassment;
- The employee must uphold the School's value of respect for the individual and avoid making defamatory statements about the School, its employees, its students, or their families;
- An employee may not disclose any confidential information of the School or confidential information obtained during the course of his/her employment, about any individuals or organizations, including students and/or their families.

If the School believes that an employee's activity on a social networking site, social media site, blog, or personal website may violate the School's policies, the School may request that the employee cease such activity. Depending on the severity of the incident, the employee may be subject to disciplinary action.

Creating and Maintaining Official Neuse Charter Social Networking Sites

All "official" Neuse Charter social networking sites must be approved by the school and should adhere to the following standards:

- Logos and graphics used on the site must be consistent with the branding standards and usage guidelines of the School.
- Sites that accept comments or postings by anyone other than the site administrator must be diligently monitored to ensure that information displayed fits within NCS guidelines and is appropriate to the subject matter of the page.

Unauthorized pages that have not been approved by the school will be treated as personal pages, and are therefore limited to the standards provided above.

Student Use of Social Media

First and foremost, students are encouraged to always exercise the utmost caution when participating in any form of social media or online communications, both within the NCS community and beyond. Students who participate in online interactions must remember that their posts and media reflect on the entire Neuse Charter School community and, as such, are subject to the same behavioral standards set forth in the Student Code of Conduct.

In addition to the regulations found in the Student Handbook, students are expected to abide by the following:

- To protect the privacy of NCS students and faculty, students may not, under any circumstances, create digital video recordings of NCS community members either on campus or at off-campus NCS events for online publication or distribution without consent.
- Students may not use social media sites to publish disparaging or harassing remarks or media about NCS community members, athletic or academic contest rivals, etc.

- Students who choose to post editorial content to websites or other forms of online media must ensure that their submission does not slander, libel or defame the school, students, parents or staff or violate school policies.

Failure to abide by this Policy, as with other policies at NCS, may result in disciplinary action as described in the Student Handbook, or as determined by school administration.