

**Lincoln County School District**  
**Social Media Guidelines and Expectations for Activities & Athletics**  
School Year 2017-18

Playing, competing and being involved in athletics and co-curricular activities for your school is a privilege. Students representing their high school and Lincoln County School District are held in the highest regard and are seen as role models in the community. As leaders, you have the responsibility to portray your team, your school and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team.

Facebook, Twitter and other social media sites have increased in popularity globally and are used by a majority of students here in the Lincoln County School District in one form or another.

Students should be aware that third parties – including media, faculty and future employers – could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posts. Inappropriate material found by third parties affects the perception of the student, your coach/advisor, your school and the District. This can also be detrimental to a student's future employment options, whether in professional or other industries.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentation of the following:

- Photos, videos, comments or posts showing the personal use of alcohol, drugs and/or tobacco. For example: holding keg cups, beer cans, shot glasses, cigarettes....*Don't do it!*
- Photos, videos and comments of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posts that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (Examples: derogatory comments regarding another institution, taunting comments aimed at a student-athlete, coach or team at another institution and derogatory comments against race and/or gender.) No posts should depict or encourage unacceptable, violent or illegal activities such as hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking and illegal drug use.

**The following guidelines outline the expectation of every student in regards to social media:**

- ✓ Understand and follow the rules of each particular social media site.
- ✓ Do not post information, photos or other representations of sexual content or harassing language. For example hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking and illegal drug use.
- ✓ The social media policy set by Lincoln County School District works in conjunction with the policies described in the Student Handbook and Lincoln County School District Policy.

**In an effort to guide social media practices, LCSD suggests the following:**

- Understand that freedom of speech is not unlimited. Social media websites are not a place where you can say and do whatever you want without repercussions.
- Think twice before posting. If you would not want your parents, grandparents, family, coaches or boss to see your post – then DO NOT post it!
- Remember the internet is permanent. Even if you delete something on the internet, it still exists out there somewhere.
- Remember many different audiences will see your posts, including fans, alumni, children, other student athletes/participants, parents, staff, faculty, etc.
- Be honest, respectful and positive.
- Be professional and polite.
- Be accurate. If you make a mistake, own up to it and correct it quickly.
- Avoid topics that may be considered objectionable or inflammatory.
- Do not post anything you would not speak about openly in a work place or public, such as comments on drug use, sexual humor, and skin color or ethnic slurs.
- Be in a proper state of mind when you make a post. Do not post when your judgment is impaired in any way.
- Remember coaches/advisors and administrators monitor social media websites.
- Remember potential employers use social media websites to screen candidates. Your career path can be directly impacted by your actions on social media websites.
- Protect yourself by maintaining a self-image that you can be proud of years from now.
- Use the privacy/security settings made available on social media sites.

**For your own safety, please keep the following recommendations in mind as you participate in social media websites:**

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- Be aware of who you add as a friend to your site. Many people are looking to take advantage of students and student-athletes or to seek connection with them.
- Consider how the above behaviors can be reflected to all media applications.

If you are ever in doubt about the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics, as well as those of your high school. Remember, always present a positive image and don't do anything to embarrass yourself, your team, your family or your school.

**Keep this document as a reference and reminder. The signature page you received with this document will be retained on file at your school.**

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Violation of the social media policy may result in disciplinary action as described in Lincoln County School District Policies JFC/JFC-AR (Student Code of Conduct) and JFCEB/JFCEB-AR (Personal Electronic Devices and Social Media).



**By signing below** you affirm that you understand the LCSD Social Media Guidelines and Expectations for Students involved in activities and athletics, and the requirements that you must adhere to as a LCSD Student.

You also understand that failure to adhere to this policy and guidelines may result in consequences that include suspension from your athletic team or activity, and possible additional penalties.

**Student Name:** \_\_\_\_\_ **Parent Name:** \_\_\_\_\_

**Student Signature** \_\_\_\_\_ **Parent Signature** \_\_\_\_\_

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

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

**NOTE:**  
**Signed form must be turned in with Registration or Athletic clearance paperwork.**  
**Retain the Social Media Guidelines and Expectations for your reference.**

