

**Oldham County High School Band
Oldham County High School Band Boosters, Inc.
Guidelines for Use of Social Media**

The rapid rise and popularity of new social media and next generation communication tools presents new challenges with regard to protecting the goodwill and reputation of the Oldham County High School Band program, its members and parent support organization.

As a member of the Oldham County High School Band or its support organization (Oldham County High School Band Boosters, Inc.), your participation in social media must comply with the Guidelines for Use of Social Media (the “Guidelines”).

These Guidelines apply to all types of social media platforms and communication tools that exist now or may exist in the future (collectively referred to as “Social Media”), such as:

- Blogs (e.g., Ning and Blogger)
- Wikis (e.g., sites such as Wikipedia and other similar sites where text can be posted)
- Multimedia or user-generated media sites (e.g., YouTube)
- Social networks (e.g., Facebook, MySpace, Snapchat, LinkedIn, Twitter, Ning)
- Virtual Worlds (e.g., Second Life)
- Text messaging and mobile device communications

Summary

1. Be clear about who you are and your role with the Organization(s)
2. You must participate only for yourself as an individual
3. You must have prior approval from the Band Director to participate on behalf of the Organization(s) in external Social Media. If you have permission to participate on behalf of the organization, then you must use your real name and correctly identify your position with the organization(s).
4. Do not post videos or audio recordings of rehearsals, performances or band activities of any kind
5. All OCHS policies apply to your conduct in using Social Media. You must comply with all OCHS policies
6. Be respectful of others, the band program, and the booster organization
7. Do not use other people’s property (photos, copyrighted material, videos, or news articles) without their permission to do so
8. Think before you post—you own the consequences of your participation

State that it is your opinion

Do not claim or leave the impression that you are speaking on behalf of the Organization(s) unless you have explicit permission from the Band Director to do so. If you mention that you are a member of the OCHS Band program/Oldham County High School Band Boosters, Inc. in external Social Media (e.g., “I am a member of the OCHS Marching Colonels” in your user profile or sign your online comments as “Sally Sharp, OCHS oboist”), then you must include a statement that the views expressed are your own:

“The comments and other content on this site are my own and do not represent the positions, opinions or beliefs of the Oldham County High School Band program, its certified and paraprofessional staff members, or the Oldham County High School Band Boosters, Inc.”

Protect the Organization.....and yourself

Do not post photos, video and/or sound recordings without express permission from the Band Director.

Do not post photos or videos showing you in uniform or in clothing that identifies you as a member of the Organization(s) that could reflect negatively on yourself, your classmates or others in the Organization(s).

NEVER share personal information (including name, ID numbers, phone numbers, addresses, or medical information) regarding other members of the Organization(s). Be particularly mindful of sharing your own personal information.

School Policies apply

You must comply with all applicable OCHS policies concerning conduct and AUP internet guidelines

NOTE: Do not report concerns or complaints on Social Media. Instead, you should either notify the Band Director in person or by phone to discuss the issue directly.

Be Respectful

You are part of a program that is held in high regard by many who do not know you as individuals, but as members of the OCHS Band program. Our members represent and reflect diverse values and points of view. Compose your thoughts in a way that reflects your awareness of these facts.

Do not make fun of, denigrate, threaten, or defame your classmates or others involved in the Organization(s).

Respect other people's property

Post your own creations. Do not use anything that belongs to someone else (e.g., copyrighted materials such as photos, videos, music, graphic images owned by third parties).

Where it is appropriate to use a part of someone else's work in your posting (short excerpt from a news article or a publication), make sure you have the right to use and publish it, and always give proper credit for the work.

Admit when you've made a mistake, and correct it

If you make a mistake, admit it and correct it. Be direct and prompt with your correction.

Think about consequences

Anything you publish or post will be publicly available for a long time. It is impossible to live in a "vacuum" on the Internet—if someone wants to access your postings, they will find a way to do so. Think through possible consequences before you post, text, or discuss anything on Social Media.

If you find yourself wondering if you should talk about something concerning the Organization(s)—don't.

Consider the context of any material that you post and use good judgment. Ask yourself: *"Would this embarrass me, my family or classmates or harm the reputation and goodwill of the Organization(s) if it were reported on the front page of the Courier-Journal or the evening newscast?"* If yes, then do not publish it.

Postings may be monitored by school administration and others for compliance with the Guidelines.

The decision to use and post to Social Media is yours, and you are responsible for the consequences. If you violate the provisions of the Guidelines, you could:

Be disciplined according to OCHS school and AUP policies; under certain circumstances, you could be permanently dismissed from the program

Cause legal trouble for the Organization(s)

Harm the public standing of the Organization(s), costing us goodwill and support of the community

You agree that the Organization will not be liable to you or others, under any circumstances, for any errors, omissions, loss, or damages claimed or suffered because of your postings.

You must read, understand and follow these Guidelines. Failure to comply could result in disciplinary action, including dismissal from the Band Program. The Band Director reserves the right to modify, suspend, or withdraw the Guidelines for Use of Social Media. You are responsible for regularly reviewing these Guidelines.

Acknowledgement

Oldham County High School Band Guidelines for the Use of Social Media

I/we have read and understand the Guidelines for Use of Social Media for the Oldham County High School Band Program. We agree to comply fully with the Guidelines for Use of Social Media as it relates to my participation and/or involvement with the Oldham County High School Band.

Student

Parent(s)

Date

Date