

Oxford Preparatory Academy

Board Policy

Social Media Policy

The Oxford Preparatory Academy (“OPA” or the “Charter School”) Board of Directors (“Board”) adopts this Policy to govern official OPA school websites/webpages and social media network platforms, including but not limited to, blogs, Facebook, Instagram, and Twitter accounts. The purpose of OPA-sponsored social media network platforms shall be to strengthen communication with parents/guardians, staff, and community members; to further the OPA vision and mission; to announce information regarding OPA programs; provide educational resources to parents/guardians; and to promote OPA events.

OPA reserves the right to determine the platforms for its online communication and to limit its official website and social media communication to OPA messages only.

OPA requires students and employees who use online platforms, including social media, for OPA-related purposes to do so solely to support OPA’s educational mission and in a manner consistent with applicable law, applicable OPA Board policies, rules, and technology use agreements.

Definitions

Social media network platforms shall include, but are not limited to, any online platform for collaboration, interaction, and active participation, websites/webpages, blogs, and social media networking sites such as Facebook, Instagram, Twitter, YouTube, or LinkedIn.

OPA-sponsored social media includes OPA and school sites that have been authorized by the Executive Director or designee. Sites that have not been authorized by the Executive Director or designee, but that contain content related to OPA or comments on OPA programs or operations, such as a site created by a parent-faculty organization, Parent School Partnership (“PSP”), booster club, foundation, other school-connected organization, or a student’s or employee’s personal site, are not considered OPA websites or social media pages.

Content Protocols

Official OPA-sponsored social media networking sites shall be used to provide current and useful information regarding OPA school programs, activities and operations in accordance with the content requirements and protocols described below.

Public Disclosures

OPA-sponsored social media shall prominently display the following public disclosure statements, or include a link to this Policy, if there is not enough space for the following:

- The purpose of the site with a statement that users are expected to use the site only for the intended purpose(s).
- A statement that users are personally responsible for the content of their posts, and that OPA is not responsible for the content of external online platforms.
- A disclaimer that the views and comments expressed on the site are those of the users/commentator and do not necessarily reflect the views or policies of OPA and do not imply endorsement or agreement by OPA.
- A statement that the site is regularly monitored and that any inappropriate post will be promptly removed.

Specific Content

- Only the social media page administrator(s) of official OPA-sponsored networking sites are permitted to post content. Individuals may post comments, consistent with this policy.
- Posted content shall further or be related to the purpose of the site; announce information regarding OPA programs or operations; provide educational resources to students or parents/guardians; or promote OPA events.
- Students, staff or other individuals may not use the comments of OPA official social media sites to post links to their personal web pages, social media pages or other online services, unless related to the purpose of the site and/or is academic in nature and consistent with OPA policies and rules. OPA is not responsible for the content of external online platforms.
- Any use of copyrighted material or the intellectual property of others on official web sites/pages must be authorized in advance by the owner of the material or permitted by applicable copyright law.
- Home addresses, personal telephone numbers and personal email addresses of staff members shall not be posted on OPA social media websites/pages.
- OPA and schools' social media websites/pages shall not include content that is obscene, libelous, or slanderous, or which creates a clear and present danger of inciting unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.
- Social media web pages and blogs, which allow commenting, are required to be moderated, as set forth in this Policy.
- Any OPA social media site or website must contain a prominent link to OPA's public website with the following link (URL): <https://oxfordpreparatoryacademy.com/>, and/or the links to each OPA school's websites.
- Material placed on a social media page or website is expected to meet academic standards of proper spelling, grammar and accuracy of information.
- Confidential information regarding OPA or its employees may not be posted.

Use of Student Information

- Student first and last names may not be posted without written consent of the student's parent/guardian.
- Student work may be published on a web page provided no identifiable information is included on the student work, unless a parent/guardian has opted out.
- Students' mailing addresses, email addresses and/or phone numbers shall not be posted in

any public web space or private web space unless parent/guardian written permission is obtained before the information is posted.

- No confidential student information or records may be posted.

Use of Images/Videos

- Images include photographs, video or live video.
- Reasonably identifiable images shall not be published if the student's parent/guardian has submitted an "opt-out" form.
- "Reasonably identifiable" refers to images of students that can be recognized – not images of backs of heads or blurry photos where individual features become unrecognizable.
- Images of a student shall not be published with both first and last name without prior written consent of the student's parent/guardian.

Authorization of Official School Social Media Sites/Accounts

The Executive Director or designee shall authorize the development and use of all OPA official school or sponsored social media sites. OPA has reserved official school social media accounts for each OPA school. As of the date this Policy is adopted, official OPA-sponsored sites include:

Oxford Preparatory Academy:

- <https://oxfordpreparatoryacademy.com/>
- <https://www.youtube.com/user/OxfordPrep>

Oxford Preparatory Academy – Saddleback:

- <https://saddleback.oxfordpreparatoryacademy.com/>
- <https://www.facebook.com/opasaddleback/>
- <https://twitter.com/opasaddleback>

Oxford Preparatory Academy-SOC:

- <https://soc.oxfordpreparatoryacademy.com/>
- <https://www.facebook.com/opasoc/>
- <https://twitter.com/oxfordprepsoc>

For additional social media pages/accounts to become official, each OPA school must submit the Social Media Participation Approval Form to the Executive Director to obtain the reserved page names. The form requires that the school identify a social media page administrator/editor. All OPA official social media pages will use the OPA assigned login and password.

Only designated OPA or school leaders may administer official OPA-sponsored social media pages/sites. The social media page administrator(s) shall be responsible for monitoring and ensuring that all content and posts on the site are consistent with applicable law, OPA Board policies, rules, and technology use agreements.

Requirements for an official Oxford Preparatory Academy Social Media account:

- The Social Media Participation Approval Form must be completed and submitted to the Executive Director: ed@oxfordchampions.com
- Before publishing/launching an official school social networking page or site, the site or page must be approved.
- The social web page profile picture must contain an image of the school or school's logo.
- All social web page content must be accurate, kept up-to-date and current.
- Social web page comments must be monitored daily. The social media page administrator is responsible for promptly removing any inappropriate content on pages, consistent with this policy.
- Only page administrators may post content on the page. The social media page administrators may but are not required to permit viewers to comment.
- Clubs, teams, or other school-related organizations that want to be associated with an already established "Official School" must adhere to the social media protocols and terms of use.

For more information contact the Executive Director: ed@oxfordchampions.com or it@oxfordchampions.com.

Public Comment

OPA reserves the right to prevent access to all viewers from commenting on its official social media pages. When comments are permitted, OPA welcomes members of the community to contribute to OPA-sponsored social media pages and post comments that are in accordance with the protocols stated above.

OPA does not intend to create an open public forum by allowing public participation on any OPA-sponsored social media site and does not otherwise guarantee an individual's right to free speech on such sites. OPA social media sites are moderated and shall contain content that is appropriate for all audiences.

The purpose of OPA social media sites are to inform and engage with OPA students and their families, staff, residents and other interested persons to provide current and useful information regarding programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The OPA social media page administrator or designee may block or remove any content from OPA-sponsored social media sites at any time without prior notice if the content is inappropriate; in violation of any agreements, terms, policies, procedures, or rules established by OPA or the social media provider; or whenever OPA deems it in its best interest to do so, provided the decision is based on viewpoint-neutral considerations.

Posts may be blocked or removed if they violate OPA policies, procedures, or rules, applicable federal and state laws, technology use agreements; or violate the following:

- Posts must be civil, respectful, courteous and professional;
- Posts must be relevant to the stated purpose of the site and not clearly off-topic;
- Post may not incite individuals in a manner that does or is likely to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's educational environment;
- Posts may not include advertising or postings of commercial nature, political activity, gambling, drugs, alcohol, or other related postings;
- Posts may not be obscene, libelous, discriminatory, harassing, or may not contain vulgar language (including vulgar language using masked symbols (\$%*)), personal attacks of any kind, offensive comments, or comments that target or disparage any protected classes;
- Posts containing photographs or videos are not permissible by anyone other than by official Social Media page administrators or other specifically authorized OPA personnel;
- Posts may not reference or be chain letters, pyramid schemes or fraudulent or deceptive messages;
- Posts may not infringe on copyrights or trademarks;
- Posts may not contain links to inappropriate websites;

Comments posted by a member of the public on social media networks are the opinions of the commentator, and do not imply endorsement of or agreement by OPA and do not necessarily reflect the opinions or policies of OPA or its employees.

For more information regarding social media sites, contact the Executive Director, ed@oxfordchampions.com.

APPROVAL FORM

Instructions

Step 1: Review the OPA Social Media Participation and Protocols

Step 2: Complete the OPA Social Media Participation Approval Form. All fields must be completed for consideration.

Step 3: Send completed form to ed@oxfordchampions.com.

School or Department Name:	Date:
Page/Site Administrator (Principal) Name:	Phone: Email:
Choose type(s) of account(s):	Facebook Twitter Instagram
Page/Site Editor Name:	Date Signed:
Editor Signature:	Desired Launch Date:
<input type="checkbox"/> Editor: I have read, reviewed and will adhere to the Social Media Participation and Protocols and platform Terms of Use.	
Administrator: I agree to allow the forenamed editor to post to our school's Social Media page knowing that they have read, reviewed and agree to adhere to the Social Media Participation Protocols and Terms of Use for each platform. This approval will be in place until otherwise notified.	
Administrator Signature:	Date:

RETURN THIS COMPLETED FORM TO: ed@oxfordchampions.com or
it@oxfordchampions.com