



Assumption
of the Blessed
Virgin Mary **School**

ABVM School Social Media and Internet Guidelines and Considerations

New technology and evolving social media platforms are expanding our view and sense of community. There are exciting opportunities to use technology to improve communication with our current Assumption of the Blessed Virgin Mary (“ABVM”) community, easily engage volunteers and reconnect to alumni.

ABVM School Administration Commitment and Responsibility

While we pursue these opportunities, ABVM School wants to ensure that social media and Internet uses consider and protect children’s and families’ right to privacy. We hope that in the spirit of the values of our school and faith community this policy is embraced with understanding and follow through among all forms of ABVM School community interaction online and on social media.

Social Media Presence

In accordance with the ABVM’s communication guidelines no other individual(s) are authorized to maintain and update the ABVM School Facebook, website or social media pages without prior approval from the school principal or other authorized individual(s). Future Twitter messages and/or posts on YouTube or any other platform established on behalf of ABVM School should also follow the approval as established for Facebook.

We recognize that the Internet is a 24/7 medium and comments are welcome. However, given the need to manage our resources, and contingent on a school volunteer moderator, moderating and posting of comments might take a while to update, or may be disabled if deemed too time consuming to moderate.

All content published to the ABVM School Facebook Page, or any other online platforms must be in accordance with the following intended uses:

- Recognition of special achievements or accomplishments of ABVM students, families and staff members and parish.
- News and advance notices of ABVM events and initiatives,
- Encouraging of participation at official ABVM events, activities, programs, in general,

- Soliciting volunteers to assist with ABVM events and initiatives,
- Encouraging participation in fundraisers, service projects, book fairs, and other events
- Informing ABVM School families on news, events, programs, or changes that may affect the school [or parish?]
- Recognizing ABVM partners, sponsors and supporters, when appropriate, and
- Other uses as approved by the ABVM School Principal

Considerations for Staff & Volunteers

ABVM School staff and volunteers who post online must respect all copyright laws, and reference sources appropriately. For any photographs or videos to be posted, permission from the artist, photographer or video producer/studio is necessary and proper credit must be given.

While ABVM School does not seek to censor posts or limit freedom of speech on its social media and online platforms, all content must be in compliance with the social media goals and intended uses, in accordance with the applicable codes of conduct of the Archdiocese of Los Angeles.

All ABVM School Staff will follow Employee Conduct policies regarding use of website and social media. Additionally, ABVM School will follow general laws that apply to online social spaces as well, including the federal Children’s Online Privacy Protection Act, which is a law that oversees how websites interact with children under age 13.

Any content that is deemed to be prohibited or objectionable will be removed from ABVM School Administered sites by the ABVM School Principal and/or the delegate assigned to maintain the social media presence.

Photography/Media Use and Implementation

It is the policy of ABVM School to post NO Names of any children associated with their photo on ANY online medium. Photo posts of ABVM School Students on the ABVM School Facebook or other ABVM School established website or online presence will occur only when permission has been granted from the parent/guardian via signed Publicity Release form collected in the beginning of each school year. The ABVM School Website gallery however, is private and password protected and will include school event photos of all children (with NO name references) to facilitate the photo review process.

ABVM School Parent and Student Considerations and Responsibility; Conduct With Respect to Personal Sites

In light of our Catholic values of respect and dignity for individuals we ask that our online community refrain from posting pictures and names of fellow ABVM School students and families on ABVM School sites or their personal social media sites without prior mutual understanding or permission from those parents (in accordance with child privacy

protection laws). We ask that you respect the privacy of others by not sharing personal information (including addresses, phone numbers, or emails)

In a world where we are all connected online it is important to remain respectful. The following will NOT be tolerated and subject to school suspension or dismissal at the sole discretion of the Principal:

- Cyberbullying of any kind, including insulting, targeting or embarrassing any ABVM students, faculty or staff. Any explicit, sexist or racial comments or comments that are abusive, hateful or intended to defame anyone or any organization by students or directed at students, faculty or staff.
- Offensive comments or language, including but not limited to ethnic, religious and racial slurs; profanity; personal attacks, sexually explicit language and the like, including use of acronyms of offensive expressions, on any school related social media platforms, or on personal platforms directed at any of our students, faculty or staff.
- Posting of distasteful, provocative or offensive images of students while wearing the ABVM school uniform or distasteful, provocative or offensive images taken on school premises or when tagging our school, on any online or social media platform, public or private.
- In addition any grievances should be directed in person to the parties involved or to teachers or school administration. Online commenting about ABVM School Board/PTO/Administration/School business or discussions, and airing online grievances with fellow volunteers, school administrators, and teachers, students or other individuals should be done in person and not through a public online medium.
- All ABVM volunteers or staff who use our online mediums shall not use ABVM platforms for soliciting, furthering an issue or product for personal or professional gain or advertising any business, except to the extent that such advertising occurs in conjunction with fundraisers and/or recognition of ABVM partners and supporters.
- If you have questions or suggestions or if you need help in handling an escalation of misunderstanding with another student, or feel you have been a target of cyber-bullying please contact your teacher or principal

If you have questions or suggestions or if you need help in handling an escalation of misunderstanding with another student, please contact your teacher or principal.



Please tear off, sign below and return this page to school office. Thank you.

Acknowledgement of ABVM School Social Media & Internet Guidelines

For your reference Social Media & Internet Guidelines can be found on ABVM School website.

Family Last Name (please print) _____

I (We) hereby acknowledge that I (we) have read the forgoing guidelines and discussed them with our children who use social media:

print name _____

sign name _____

Date: _____