



Crooms Athletic Department



Social Media and Communication

Athletic participation within Seminole County Public Schools is a privilege. In representing our schools athletically, all athletic personnel and coaches, and all student-athletes, are expected to effectively utilize responsibility with social media, and implement sensible means by which to communicate. In doing so, all above mentioned parties, including any other individuals directly or indirectly associated with the athletic departments of Seminole County Public Schools, will be held accountable according to the citizenship standards for participation in school sponsored extra-curricular activities established by the school board of Seminole County Public Schools, as well as internal policies implemented within the various District Athletic Departments. The following are guidelines detailing the appropriate and acceptable protocol and procedures.

For Social Networking Sites, Websites, Blogs, Text Messaging, and Emailing, the following are PROHIBITED:

- Posting photos, videos, or commentary that is unsportsmanlike, derogatory, or demeaning toward any other individual or entity. (not limited to but including, opposing schools and players, teammates, and/or coaches)
- Posts that depict or encourage unacceptable violent or illegal activities, and/or that are sexually explicit in nature
- Disclosing information that is sensitive or personal in nature, or that is proprietary to the various Athletic Departments, or to Seminole County Public Schools
- Use of inappropriate or offensive language, or language that is violent or derogatory

Further Guidelines In Maintaining Protocol:

- All information relayed should remain informative in nature
- Refrain from engaging in conversations that are personal to you, athletes, coaches, and parents
- Maintain professionalism, appropriateness, and suitability in all your messaging and communication
- Maintain updated security settings, as any communication is public record
- Limit access to your personal information
- Be aware of the potential perception all communication could have on you, your athletes, the Athletic Department and School District, and your community
- All information communicated should reflect the values and ethics associated with representing Seminole County Public Schools and the various Athletic Departments.

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Social Media *Helpful Hints* for Student-Athletes

1. Be careful with how much and what kind of identifying information you post on social networking sites. It is unwise to make available information such as full date of birth, social security number, address, phone number, cell phone numbers, class schedules, bank account information, or details about your daily routine. All of these can facilitate identity theft or stalking. Remember, once posted the information becomes the property of the website.
2. Be aware that potential current and future employers and college admissions and athletic offices often access information you place on online social networking sites. Realize that any information you post will provide an image of you to prospective employers and/or schools. The posting is considered public information. Protect yourself by maintaining a self-image that you can be proud of, and that reflects positively on you, your family, your school, and your community.
3. Be careful in responding to unsolicited emails asking for passwords or PIN numbers. Reputable businesses and professionals do not ask for this information online.
4. Do not have a false sense of security about your rights to freedom of speech. Understand that freedom of speech is not unlimited. Social networking sites are NOT a place where you can say and do whatever you want without repercussions.
5. Remember, photos uploaded on the social network site's server become the property of the site. You may delete the photo from your profile, but it still stays in their server. Internet search engines like Google or Yahoo may still find that image long after you have deleted it from your profile.

Important Note: photos, postings, or information related to social activities can be evidence utilized in determining potential violations of previously mentioned policies.

One of the biggest lessons social networking users can learn is that anything you post online enters the public record. High school students, and particularly student-athletes, should carefully consider their profile updates and photos, as they will most likely be examined by future college admission officers, coaches, and employers.

I, _____ have received a copy and will adhere to the guidelines set forth in the Crooms Athletic Department Social Media and Communication Guidelines when using social media and communication.

Print Name: _____

Date: _____

Student Signature: _____

Date: _____

Parent Signature: _____

Date: _____