

ST. JOSEPH ACADEMY  
(SJA)

Department:	Communications & Marketing
Number:	400.2
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- I. Policy: In order to establish a consistent, unified presence and brand on social media, St. Joseph Academy accounts and pages must only be used for academy purposes.
- II. Procedures:
- A. The Communications and Marketing department will coordinate any social media posts from St. Joseph Academy account. The Resource Development Department may post content if needed in the absence of the Communications & Marketing department.
  - B. Any posts made to the St. Joseph Academy social media pages that are not program-related must be approved by the President/CEO.
  - C. SJA employees are personally responsible for any content that they publish online. They are not to violate the confidentiality or privacy of SJA students, parents, staff, and volunteers. Posts should never include inappropriate or sexually explicit content, comments, photos, videos, or any other material promoting the excessive use of alcohol, drugs, or illegal behaviors. Online behavior should reflect SJA's core values.
  - D. SJA employees are not to engage in any derogatory posts or make statements about colleagues, parents, or students that would reflect poorly on their professional reputation or the reputation of SJA.
  - E. SJA has a zero-tolerance policy for discrimination based on age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status, or any other legally-recognized protected basis under federal, state, or local laws, regulations or ordinances. SJA employees are subject to protocol regarding anti-harassment and anti-bullying.
  - F. Respect copyright and fair use guidelines.
  - G. When referring to students, use only the first name unless you have direct permission from the parent/guardian to use their full name.
  - H. Do not post pictures of students on social media if their parents have not permitted to do so as part of the enrollment process.

Approved by:   
President/CEO

Date 1/8/21