SOCIAL MEDIA POLICY

Facebook, Twitter, Instagram, LinkedIn, Vimeo
Social Media is a powerful and effective tool for keeping the Riverdale Country School community connected and in touch with school news and events.

Riverdale currently utilizes five social media sites:
• **Facebook**: “a social utility that connects people with friends and others who work, study and live around them.” “Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college.”
• **Twitter**: “a social networking and microblogging service that enables its users to send and read messages known as Tweets. Tweets are text-based posts of up to 140 characters displayed on the author’s profile page and delivered to the author’s subscribers who are known as followers.”
• **LinkedIn**: “a business-oriented social networking site that helps strengthen and extend your network of trusted contacts.”
• **Vimeo**: “a video-centric social networking site.”
• **Instagram**: “an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services”

On these sites, Riverdale has several “official” pages controlled by the Communications Office:
• Facebook: Riverdale Country School (page), Riverdale Alums (friend)
• Twitter: RiverdaleCS, RiverdaleAlumni
• LinkedIn: Riverdale Country School Alumni (group)
• Vimeo: Riverdale Country School (channel)
• Instagram: RiverdaleCS

Student, Faculty, and Staff Pages
The School respects the rights of students, faculty, and staff to engage in free and open communication of their personal information through the individual use of weblogs, internet diaries, social websites like Facebook, Twitter, Linkedin, Vimeo, Instagram, and other forms of online discourse ("Personal Online Activities"). However, when these Personal Online Activities contain content that could be detrimental to the School, its faculty, or its students, they become an appropriate focus of the School’s policy, also known as the *Principles of School Life* (which can be found starting on page 14). Students, faculty, and staff are personally responsible for the content of their Personal Online Activities, and the following guidelines should be followed:

1. **Students, faculty, and staff may have personal Facebook/Twitter/Instagram accounts but should be mindful of privacy settings.** Because each and every student, faculty, and staff member represents the school, content posted to personal Facebook/Twitter/Instagram accounts should be in good taste. Personal photos, especially, should be filtered for appropriateness. Unless privacy settings are manually changed, each and every person should assume that his or her personal information can be accessed by anyone on the Internet.

   Also, please remember that once content is posted online, it may be redistributed through the Web or other media channels. Older versions or information may continue to exist even if the content is deleted or modified.

   To change Facebook privacy settings, please visit Account > Privacy on your Facebook page. Riverdale Country School recommends changing all settings to “Friends Only” to ensure privacy.

   To change Twitter privacy settings, please visit Settings > Security and Privacy. For personal handles, Riverdale Country School recommends changing the Tweet privacy setting to “Protect my Tweets.”

   To change Instagram privacy settings, please visit “Edit your profile.” Riverdale Country School recommends clicking the “Posts are Private” box.

2. **The content of Personal Online Activities may not contain:**
   a) any reference to confidential or privileged information or activities of School students or their families, whether by name or implication;
   b) any reference to confidential School information;
   c) any reference to School students, faculty, staff, administrators, or trustees whether by name or implication, that would in any manner defame such individual;
   d) any reference to confidential or privileged information or activities of School faculty, staff, administrators, or trustees; or
e) any material that in the sole discretion of the School is considered obscene, defamatory, threatening, harassing, illegal, or abusive to any person or entity associated with the School.

3. Faculty, staff, and administrators may not request or accept current students as “friends” on their personal Facebook accounts. Only upon graduation may faculty, staff, and administrators request or accept alumni as “friends.”

4. Faculty, staff, and administrators may follow students on Twitter and Instagram. There are, however, guidelines that they should follow.
   a) Faculty, staff, and administrators are encouraged to create School-only accounts. It’s a good policy to separate personal and work Tweets/Instagram photos, and having an account dedicated solely to Riverdale facilitates this.
   b) Faculty, staff, and administrators reserve the right to unfollow students if they deem their Tweets/Instagram photos offensive due to profanity, lewdness, graphic content, etc. They are also required, by law, to report any illegal behavior students may post on Twitter or Instagram. If faculty, staff, and administrators see Tweets or photos that might be considered inappropriate, they are encouraged to talk to the student and tell them to be careful of what they post and the possible consequences that could stem from such communication.
   c) From time to time, students may direct message faculty, staff, and administrators regarding grades or assignments. In such instances, faculty, staff, and administrators are encouraged to direct the student to send them an e-mail. Faculty, staff, and administrators should not direct message students.

5. Faculty, staff, and administrators may not use social media to collect personal information of users. State and federal laws have strict requirement and restrictions, and—in the case of minors—additional penalties can apply to violations.

6. If a faculty member or department wishes to create a Facebook page/group for school use, the Communications Office will help with the set-up and monitoring of materials.

7. Students, faculty, staff, and administrators may not create fake accounts or profiles that use another’s name, likeness or other personal details. Students, faculty, staff, and administrators also may not share false or misleading information about other individuals on social media.

Disciplinary Action for Inappropriate Material
Students, faculty, and staff members represent Riverdale Country School. All Personal Online Activities or material posted on Riverdale’s pages should comply with the Principles of School Life. Riverdale Country School reserves the right to monitor publicly posted material for compliance with this Social Media Policy.

Students, faculty, and staff who violate this policy are subject to administrative disciplinary action leading up to and including expulsion or job termination. This Social Media Policy does not prohibit lawfully protected communications regarding an employee’s off-duty political, recreational, or other legally protected activities.

Use of Student and Faculty Material on Official Riverdale Sites
Content posted on any of Riverdale’s “official” sites is generated and monitored by the Communications Office.

As stated in the Internet and World Wide Web Usage Agreement, Riverdale Country School is permitted to make use of photographic likeness, artistic, video, musical, and written work of students and faculty members. NOTE: Photos of current students will generally not include names, and “tagging” of photos is disabled for albums containing photos of current students.