



Junior Achievement of Sarasota and Manatee

SOCIAL MEDIA POLICY

At Junior Achievement (JA) we understand that the Internet and social media platforms are constantly changing, but there are certain principles that remain. While it is your right to use social media (Twitter, Facebook, Snapchat, Instagram, etc.), everything you post can be viewed by others and reflects our organization. To ensure that JA remains held to the highest standards, the following social media policy has been enacted.

EVERYTHING IS PUBLIC

JA volunteers, staff, and members of the board should keep in mind that whatever is published on their social media sites is public, regardless of privacy settings. The opportunity for followers to take screenshots makes even private accounts—or deleted posts—susceptible to being shared publicly.

SOCIAL MEDIA CONDUCT

JA volunteers/staff must communicate on social media sites professionally and respectfully, just as JA would expect them to communicate were they present in person. All communications with young people must be appropriate, both in terms of the student's age and the relationship between the adult and student. Profanity, sexualized language or jokes, images of a sexual nature, or similar communications involving adult topics, drugs or alcohol, are never appropriate around students, no matter if they occur in person, in an email or text message, or on a social media site.

Admins, editors, and account holders of JA social media accounts must keep all personal social media separate from the JA social media profiles they manage. Young people may have difficulty distinguishing among an adult's different roles. Therefore, JA volunteers/staff must presume that any communications with a JA student will be perceived by the student as relating to JA business and must act accordingly.

In compliance with Junior Achievement's existing volunteer/staff conduct standards, JA volunteers/staff should not actively "friend," "follow" or correspond with minor-aged students directly through common social media platforms, such as Facebook and Twitter. The only social media interaction with students should occur through a JA-administered social media platform as part of a JA program and with the consent of students' parents. JA volunteers should not reach out to any minor students through public platforms such as Facebook, Twitter, LinkedIn, Instagram or any other social media platform not directly controlled by JA.

FACTUAL CONTENT

Information can spread quickly online and can easily be misinterpreted or taken out of context. Any posts that reference JA or include a link to the organization's website should reflect the organization in a positive light and include only accurate public information.

PHOTO USE

Taking unauthorized photographs/videos of members or participants, guests, volunteers, or children is prohibited, regardless of whether or not staff choose to share those photos/videos to personal social media platforms.

If pictures are needed for JA's website, flyers, social media, etc., they are to be taken by designated/approved staff only and must be accompanied by a signed photo release form to be kept on file. Should a school decide to post their own photos taken during the JA event, those who volunteered or managed the JA event are then able to re-share those images on their personal or business social media platforms.

JA VOLUNTEERS WHO POST OR MANAGE "OFFICIAL JA PROFILES"

Any social media profile used by JA volunteers, employees, students, or supporters that is used professionally, for promotion of JA or for regular communications is an " Official JA Profile." All Official JA Profiles belong to JA and not to any volunteer/staff. As the exclusive property of Junior Achievement, JA will retain all Official JA Profiles when the volunteer/staff associated with the profile ends his or her relationship with JA for any reason.

JA retains full rights to all Official JA Profiles, regardless of the wishes of a current or departing volunteer/staff who has operated or maintained the profile while working at JA. Two or more JA volunteers/staff must have access to "admin" status on each Official JA Profile. Each JA volunteer/staff who manages or has access to Official JA Profiles will provide the username and password to the social media profiles to the local JA office.

JA volunteers/staff agree to cooperate in good faith with JA to ensure that JA has the ability to access and control all Official JA Profiles. Any JA volunteer/staff who reasonably suspects misconduct related to social media or any violation of this policy must report these suspicions immediately to the appropriate local JA representative.

Signature: _____ Name: _____ Date: _____
please print