



## Marine Village School Social Media & IP Policy

Marine Village School, our school community members use social media platforms to connect with prospective families, current families, students and alumni. This may include promotional materials, educational content, and school activities, amongst others. The tools we use to do this are Facebook (@marinevillageschool, private MVS parents page) Instagram (marinevillageschool) and our website [www.marinevillageschool.org](http://www.marinevillageschool.org). Marine Village School takes social media seriously.

Faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration.

### Responding to Comments

All comments — both positive and negative — should be responded to within 24 hours during the school week, and within 48 hours on the weekend.

Marine Village School is required to respond to all relevant comments, and will handle addressing the comment publicly or privately (via a direct message) on a case-by-case basis.

Responses to comments or questions asked by community members are only to be made by [jennnc@marinevillageschool.org](mailto:jennnc@marinevillageschool.org) and [carlah@marinevillageschool.org](mailto:carlah@marinevillageschool.org) who handle social media.



### Privacy Protection

To ensure the safety of our community, Marine Village School will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.

Photos of students will not be posted on Marine Village School social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, Parents or guardians of Marine Village School sign a media consent form at the beginning of their enrollment. It is entirely up to the Parent/Guardian to opt in or out.

Students, faculty, and staff should similarly respect each other's confidential information in addition to Marine Village School's brand and copyrighted material. This includes our Logo, Imagery and Content. Anyone wishing to use MVS materials should ask [jennc@marinevillageschool.org](mailto:jennc@marinevillageschool.org) and [carlah@marinevillageschool.org](mailto:carlah@marinevillageschool.org) for permission.

### Expectations for Marine Village School Faculty and Staff

As a member of the Marine Village School community, you are expected to act professionally on social media. If you wish to tag the school in any way, post any content of your classes, practices, or in-school interactions on social media, please send it to [jennc@marinevillageschool.org](mailto:jennc@marinevillageschool.org) and [carlah@marinevillageschool.org](mailto:carlah@marinevillageschool.org) for proper review to be posted to the Marine Village School accounts. Never use photos of students on your own personal accounts.

We also ask that Staff and Faculty refrain from discussing any other school districts or take part in any discussion/groups online both public or private regarding another school or district besides MVS.



### **Posting During a Crisis**

In a crisis situation, you as a Marine Village School faculty or staff member are strongly discouraged from using social media to make a statement. Posting a personal statement or opinion on social media regarding a district-related topic might also violate school board policy. A formal press release will be created by the Chairman of the Board Win Miller or Jenn Cress or Carla Hinz

### **Expectations for Marine Village School Students, Faculty and Staff**

As a part of the Marine Village School Community, you are welcome to participate in interactions with the school online.

You are expected to employ responsible behavior, and any disrespect to the school or to your peers — in addition to posting photos of other students without consent — will result in disciplinary action from the *administration team consisting of Dr. Kim Kokx (Principal), Carla Hinz (Operations Manager), Win Miller (Board Chair), Jenn Cress (Community Director and Social Media Manager)*

### **Key Takeaway**

While social media continues to grow, so does its scrutiny. As an educational institution, it is important for you to not only have a presence online but to also safeguard yourself and your community from any potential misuses of the platforms.