

BUFORD HIGH SCHOOL ATHLETICS
SOCIAL MEDIA POLICY & GUIDELINES FOR STUDENT-ATHLETES

Student-athletes at Buford High School are held in the highest regard and are seen as role models in the community. As leaders you have the responsibility to portray your team, your family, your school and yourselves in a positive manner at all times. Sometimes this means doing things that are an inconvenience to you, but benefit the whole team. Instagram, Facebook, Twitter, Vine, Snapchat and other social media sites have increased in popularity globally, and are used by the majority of student-athletes here at Buford High School in one form or another. Student-athletes should be aware that third parties, including the media, faculty, future employers and NCAA universities and coaches, could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the student-athlete, our athletic program and Buford High School. This can also be detrimental to a student-athlete's future college and employment options.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco e.g., no holding cups, cans, shot glasses etc.
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posters that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another school; taunting comments aimed at a student-athlete, coach or team at another school and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use).
- Content online that would constitute a violation of GHSA rules.
- Information that is sensitive or personal in nature or is proprietary to the athletic program or Buford High School, which is not public information (examples: tentative or future team schedules, student-athlete injuries and eligibility status, travel plans/itineraries or information).

Please keep the following recommendations in mind as you participate in social media websites:

- Set your security settings so that only your friends can view your profile.
- You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- Be aware of who you add as a friend to your site – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.

- Consider how the above behaviors can be reflected in all Facebook applications. If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as the athletic program and Buford High School. Remember, always present a positive image and don't do anything to embarrass yourself, the team, your family or Buford High School.

By signing below you affirm that you understand the Buford High School Athletic Department's Social Media Policy and Guidelines for Student-Athletes and the requirements that you must adhere to as a Buford High School student- athlete.

Also, you affirm that failure to adhere to this policy and guidelines will subject you to disciplinary action, which may include suspension or permanent removal from the team.

Printed Name

Signature

Date