TEMPLATE: SOCIAL MEDIA POLICY

MODIFY FOR YOUR OWN USE

Social Media is a powerful communication tool. [INSERT ORGANIZATION] expects all staff, volunteers and students to abide by its social media policy in all their communications on any social media site.

Staff, volunteers and students must communicate on social media sites professionally and respectfully. 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.

Staff, volunteers and students must keep separate any social media communications that implicate [INSERT ORGANIZATION] from their own personal communications. Young people may have difficulty distinguishing among an adult’s different roles. Therefore, staff and volunteers must presume that any communications with a student will be perceived by the student as relating to business and must act accordingly.

Staff and volunteers should seriously consider the implications of becoming “friends” with students on social media sites. This is strongly discouraged, due to how dynamic social media sites are and the different maturity levels of adults and youth. If a volunteer must engage with students via social media or other online channels to facilitate delivery of a program, it will be in accordance with the rules and privacy policies of those sites and only during their participation in the program which contain a component of direct volunteer-student interaction.

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Name (Please Print) Signature Date