

Hickory High School Band Students,

As you begin participation in another season, we want to make sure you are aware of the revised social networking guidelines. The Hickory High School Band recognizes and supports the rights to freedom of speech, expression, and association, including the use of social networks. In this context, however, each student must remember that participation in the Hickory Band Program is a privilege. As a member, you represent the school district, your school, and your directors. You are expected to portray yourself, your peers, your school and the school district in a positive manner at all times.

Below are the social networking guidelines, which provide the following direction for social networking site usage:

- Everything you post is public information – any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site. Information (including pictures, videos, and comments) may be accessible even after you remove it. Once you post a photo or comment on a social networking site, that photo or comment becomes the property of the site and may be searchable even after you remove it.
- What you post may affect your future! Many employers, college admissions officers, and athletic recruiters review social networking sites as part of their overall evaluation of an applicant. Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including pictures, videos, comments and posters).
- Similar to comments made in person, the Hickory Band program will not tolerate disrespectful comments and behavior online, such as:
 - *Derogatory language or remarks that may harm bandmates or directors; other Hickory band students, teachers or coaches; and band students, directors or representatives of other schools, including comments that may be disrespectful to opposing bands/teams.*
 - *Incriminating photos or statements depicting violence, hazing; sexual harassment; full or partial nudity; inappropriate gestures; vandalism; stalking; underage drinking, selling, possessing, or using controlled substances; or any other inappropriate behavior (including the use of profanity).*
 - *Creating a serious danger to the safety of another person or making a credible threat of serious physical or emotional injury to another person.*
 - *Indicating knowledge of an unreported school violation – regardless if the violation was unintentional or intentional.*

Social media outlets will be used as communication device. They will also be used to encourage involvement with family, friends, fans, colleges and recruiting outlets.

If you are ever in doubt of the appropriateness of your behavior or online public material, consider whether it upholds and positively reflects your own values and ethics, as well as those of Hickory High School. Remember, always present a positive image and refrain from doing anything to embarrass yourself, your team, your family, or our Hickory High School community.

In short, understand that freedom of speech is not unlimited. The online social network sites are NOT a place where you can say and do whatever you want without repercussions. The information you post on a social networking site is considered public information. Think about who you represent: yourself, your

family, your peers and directors, and your school. Like it or not, people are going to associate everything you post with you and what you represent. Protect yourself by maintaining a self-image of which you can be proud for years to come.

Official Band Account Guidelines

1. The only official social media services used by the Hickory Band Program are Facebook, Twitter, and Instagram
 - a. Facebook: Hickory High School Bands
 - b. Twitter: @hickorybands
 - c. Instagram: hickorybands
2. No other accounts speaks on behalf of the Hickory Band Program
3. No other social media services will be used by members of the band program and no additional accounts will be created without explicit approval by the Director of Bands.
4. Day to day use and upkeep of social media accounts is done by Ms. Crystal Cox. Anyone can submit something they would like to be posted, but it must be approved by Ms. Crystal Cox
5. All posts must relate, however slightly, to the Hickory band program and the Hickory High School mission statement to prepare all students with the knowledge and skills to become productive, responsible, and innovative, members of the global community by providing a quality education and extra-curricular activities within a safe learning environment through partnerships among parents, teachers, and community. This policy is interpreted broadly by the Directors, but posts clearly off-topic will not be posted.
6. Personal attacks or offensive remarks will not be posted under any circumstances.
7. All postings must be free of copyright restrictions that limit distribution.

Individual Account Guidelines

1. Members of the Hickory Band Program are permitted to maintain and update personal social media accounts (Facebook, Twitter, Instagram, etc.), provided they adhere to these guidelines when posting on individual accounts:
 - a. Use good judgement and be respectful of other people and organizations, including the Hickory Band Program
 - b. Never post about drugs, alcohol, participation in illegal events, or disrespectful views regarding our band organization, band staff or parent booster organization.
 - c. Humor is acceptable in moderation, provided it is inoffensive.
 - d. Bullying in any conceivable form will not be tolerated.
 - i. Virginia Code 22.1-276.01 defines Bullying as “any aggressive and unwanted behavior that is intended to harm, intimidate, or humiliate the victim; involves a real or perceived power imbalance between the aggressor or aggressors and victim; and is repeated over time or causes severe emotional trauma. Bullying includes cyber bullying. Bullying does not include ordinary teasing, horseplay, argument, or peer conflict.” Should a student be aware of any act of bullying committed by another student that takes place in school, on school property, at a bus stop, on a school bus, or at any school activity, he or she should immediately report this incident to the administration.
 - ii. Cyberbullying is using information and communication technologies, such as cell phone text messages and pictures, internet email, social networking websites, defamatory personal websites, and defamatory online personal polling websites to support deliberate, hostile behavior intended to harm others. Any authorized or unauthorized use in school or out of school of computer software, computer networks, communication technologies, information technology, and related technologies, which disrupts or interferes with the educational process in any manner is prohibited and may result in a

recommendation for expulsion. Should a student be aware of any act of cyberbullying committed by another student that takes place in school or disrupts the educational process at school, he or she should immediately report this incident to the administration.

By signing below, you affirm that you understand the Hickory High School Guidelines for social media usage and the requirements that you must adhere to as a member of the Hickory High School band program. Also, you affirm that failure to adhere to this policy and guidelines may result in consequences that include suspension and/or dismissal from the band program, and you may be subject to additional penalties imposed by the school and/or school division.

Student Printed Name _____

Student Signature _____ Date _____

Parent Printed Name _____

Parent Signature _____ Date _____