
SOCIAL MEDIA POLICY

Sage Oak Charter Schools (“SOCS” or the “Charter School”) adopts this Social Media Policy to ensure that all social media platforms are used as tools for informing, celebrating, and engaging the school community. This policy ensures that all official Sage Oak social media use reflects professionalism, protects student and staff privacy, complies with applicable laws, and supports consistent, respectful, and effective communication at all times. This policy applies to all Sage Oak-managed social media accounts operated by authorized staff or program representatives. It also establishes expectations for staff and community interactions on these platforms (“official accounts”). Staff tasked with managing official accounts will receive periodic training regarding this policy. The Charter School will review this policy on an as-needed basis.

Management of Official Social Media Accounts

Only authorized staff members designated by the Superintendent may create or manage official Sage Oak social media accounts. All content must align with Sage Oak’s mission, values, and goals. Posts should be factual, professional, inclusive, and related to Sage Oak operations, programs, or achievements. All Sage Oak social media activity constitutes a public record and is subject to applicable federal and state laws, including FERPA, copyright, and public records retention laws.

Appropriate Use by Employees

Employees who participate in official Sage Oak social media accounts shall adhere to all applicable Sage Oak policies and procedures. This Policy recognizes employees’ lawful rights to speak as citizens while still allowing Sage Oak to address social media conduct that impacts the work environment or students. Sage Oak encourages employees to use social media responsibly as private citizens. Employees may share or repost official Sage Oak content, such as job announcements, on personal accounts as long as they use the original post.

Employees must not:

1. Use Sage Oak logos on personal accounts unless approved by Sage Oak for professional networking.
2. Share confidential or internal information.
3. Post any personally identifiable student information including names, videos, and photographs without the written, informed consent of the child’s parent/legal guardian and all Sage Oak Staff (e.g., through media release and opt out procedures), as needed.
4. Represent personal opinions as those of Sage Oak. When appropriate, employees who participate in official Sage Oak social media accounts shall include a disclaimer stating that "Opinions expressed are my own and do not represent the views of Sage Oak Charter Schools."
5. Use social media—personal or professional—to harass, threaten, or discriminate against others.

SOCIAL MEDIA POLICY**Comment Guidelines**

To maintain a safe and respectful online environment, comments and participation on Sage Oak social media pages must follow these standards:

1. Be respectful and civil. Personal attacks, bullying, or profanity are not permitted. These platforms, which are used by students, staff, and families, help set a positive example.
2. Protect privacy. Do not post confidential or identifying information about students, families, or employees.
3. Stay on topic. Ensure discussions remain relevant and non-promotional. Comments must relate to the subject matter of the post or the stated purpose of the site.
4. Communicate responsibly, accurately, and honestly to maintain order and respect. Do not post comments that incite unlawful acts or school disruptions.
5. Avoid discrimination or hate speech. Treat all individuals with dignity and respect, regardless of background or identity. Do not post comments containing obscene, libelous, discriminatory, or harassing language, including any form of abuse, harassment, stalking, threats, or attacks. Racial slurs, threats, or harassment will be removed.
6. Avoid commercial or political promotion. Advertising or campaign activity is prohibited. Promotional comments include comments of a commercial nature (e.g., advertising and promotional content) and political promotion.
7. Avoid false or misleading information. Misinformation may be hidden or removed to ensure factual communication.

Comments that violate these guidelines may be hidden or removed. Users who repeatedly violate the standards may be blocked or reported to the platform or law enforcement as appropriate.

Social Media Crisis Communication Guidelines

Consistent with the Sage Oak Charter Schools Crisis Communications Plan, during a major emergency or crisis, Sage Oak's communication priority is to share timely, accurate, and unified information that protects safety and prevents misinformation. Sage Oak may temporarily disable comments on posts during an active crisis to maintain message clarity and prevent misinformation, speculation, or hostility. Disabling comments must be content-neutral (not based on the viewpoint of commenters) and applied consistently, such as on all emergency-related updates.