



CAMPBELLSVILLE HIGH SCHOOL ATHLETIC DEPARTMENT SOCIAL MEDIA POLICY FOR STUDENT ATHLETES

Revised July 2019

POLICY

Playing and competing for Campbellsville High School is a privilege. Student-Athletes 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 coaches, our school and yourselves in a positive manner at all times. Facebook, Twitter, Snapchat, Instagram and other social media sites have increased in popularity globally, and are used by the majority of student-athletes in one form or another.

Student-athletes should be aware that third parties –including the media, faculty, future employers, KHSAA officials and college officials—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 and our school. This can also be detrimental to a student-athletes future options (i.e. college, profession). Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions of presentations of the following:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco.
- 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 underage drinking, selling, possessing or using controlled substances or drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning, or threatening toward any other individual or entity (examples: derogatory comments regarding another school, teammates or coaches; 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, bullying, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking and illegal drug use).
- Campbellsville High School reserves the right to address any situation that is a violation of KHSAA, district or school rules that is not covered in these guidelines.

PENALTIES

If a student-athlete's profile and its contents are found to be inappropriate, he/she may be subject to any or all of the following Athletic Department actions

1. A written warning and told to remove content
2. A meeting with the Athletic Director and/or Head Coach
3. Any additional penalties determined by the Athletic Department including, but not limited to, suspension from his/her athletic team.

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 those Campbellsville High School. Remember, always present a positive image and do not do anything to embarrass yourself, the team, your family and CHS.

SOCIAL MEDIA ACCOUNT INFORMATION			
FACEBOOK	<input type="checkbox"/> I DO HAVE A FACEBOOK ACCOUNT	<input type="checkbox"/> I DO NOT HAVE A FACEBOOK ACCOUNT	
TWITTER	ACCOUNT NAME:	<input type="checkbox"/> I DO NOT HAVE A TWITTER ACCOUNT	
INSTAGRAM	ACCOUNT NAME:	<input type="checkbox"/> I DO NOT HAVE AN INSTAGRAM ACCOUNT	
OTHER			

ANY STUDENT – ATHLETE WITH A FACEBOOK ACCOUNT CAN "FRIEND" THE CAMPBELLSVILLE HIGH SCHOOL FACEBOOK PAGE AND FOLLOW CVILLE ATHLETICS @CVILLE_ATH ON TWITTER

By signing below you affirm that the information provided above is accurate and I understand the Campbellsville High School Athletics Social Media Guidelines for Student-Athletes and the requirements that you must adhere to as a CHS student-athlete.

This signature form is good until the student-athlete graduates or a revised policy is developed by CHS.

STUDENT-ATHLETE NAME

GRADE

STUDENT SIGNATURE

DATE

PARENT SIGNATURE

DATE