

SOCIAL MEDIA

As an organization with a commitment to quality of education and the safety of our students, as well as the preservation of our outstanding reputation as a school, the standards for appropriate online communication at Park Avenue Christian Academy are necessarily high. While we respect the right of students, employees, alumni, and other members of our community to utilize the variety of social media options available, we must insist that the following standards be met by our students and faculty at all times, as well as by alumni and all other users who participate in social media. Parents and students are prohibited from creating social media accounts and/or pages using the PACA name or logo. Accounts and/or pages are created solely by the administration and staff of our school.

The school expects parents to be responsible for monitoring all their child's social media sites. PACA employs a strict policy against the defamation, libel or slander of school personnel, students, or the school in general. Attacks on another student or staff member's character will not be tolerated by PACA. Likewise, false and damaging statements about the school will not be allowed. It is important for both students and parents to understand that if a student makes the decision to print or receive material on a webpage that defames the institution or the integrity of one of its stakeholders, that student has not only decided to break school policy, but also slander laws and will have to answer to administration.

We understand parents like to create groups for positive discussion and reminders about important dates, events, and school work being assigned concerning PACA. While those are very productive, social media sites often foster debate of an issue and become a location where many parents can suddenly decide to post negative issues with the school or the staff members of the school. If there is conflict with a staff member being put on social media, it is the request of the school that those matters are handled in a biblical manner as given to us by Jesus Christ in Matthew 18:15-18 and not through a social media outlet. The parent will be called in for a meeting with the Administrator should this occur whether on a PACA sponsored page, a group page created by PACA parents, or an individual's social media page.

The creation of pseudo (or fake) accounts that mimic school staff is strictly forbidden. The creators of such a fake account will be held in violation of school policy and will be considered for expulsion. Furthermore, all forms of harassment in cyberspace are unacceptable. Cyberbullying includes, but is not limited to, the following misuses of technology: harassing, teasing, intimidating, threatening, or terrorizing another person by sending or posting inappropriate and hurtful e-mail messages, instant messages, text messages, pictures and videos.

Community members who feel that they have been the victims of such misuses of technology should print a copy of the material and immediately report the incident to administration. Students whose parents allow them to participate in social internet sites are expected to maintain personal integrity at all times.

Personal integrity can be defined as, but not limited to, the following:

1. No slandering or rumor spreading.
2. No use of profane or sexually explicit language, photos, icons or video clips.
3. Their submission does not reflect poorly upon the school.

Faculty and administration will not police sites for these guidelines; however, if such information is brought to the school's attention, then the offense will be appropriately handled. It is possible that the student may have to discontinue his/her website in order to maintain enrollment.

Students are not allowed to enter social internet websites while using computers at school. PACA does have firewalls set to block the major social internet sites. Unfortunately, there are hundreds of websites that have been created that allow anyone to bypass the firewall blocks set in place. Students who intentionally use one of these sites to bypass a firewall will lose computer privileges at PACA. The consequences for any type of internet offense on or off campus could result in a parent conference, loss of computer privileges at school, suspension, or expulsion.

Comments to our school-sponsored sites, such as its social media sites, are welcomed and encouraged, as well as sharing the wonderful things that occur at our school. To promote respectful discussion within the format of social media outlets, we request that you be courteous, productive, and avoid comments that are profane, obscene, offensive, sexually explicit, inappropriate, inflammatory, or otherwise objectionable.

For the privacy of users and their families, please assume that all postings to PACA sponsored sites will be publicly available on the Internet, and therefore, publicly accessible without limitation or protection of any kind. Please consider how much personal information to share with the understanding that this information may be linked to your name and published on the Internet. By posting a comment or other material to PACA sponsored sites as outlined above, users give PACA the irrevocable right and license to exercise all copyright, publicity, and moral rights with respect to any content you provide, which includes using your submission for any purpose in any form and on any media, including, but not limited to, displaying, modifying, reproducing, distributing, creating other works from, and publishing your submission.

PACA further reserves the right to reject or remove comments for any reason from any school-sponsored site. Any submissions that fail to follow this policy in any way or are otherwise irrelevant will be removed. We also reserve the right to amend this policy from time to time to address issues that may arise and changes in our operations or the law. In posting material on PACA sites, you agree not to:

1. Post material that PACA determines is threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity.

2. Post phone numbers, email addresses, or other confidential information of students, faculty, or any other person other than yourself. If you choose to post your own contact information for any reason, please be aware that the information will be available to the public and is, therefore, subject to misuse.

3. Post material that infringes on the rights of PACA or any individual or entity, including privacy, intellectual property, or publication rights.

4. Post material that promotes or advertises a commercial product or solicits business, membership, or financial or other support in any business, group or organization, except those which are officially sponsored by PACA.

5. Post chain letters, post the same comment multiple times, or otherwise distribute "spam" via the PACA sponsored site.

6. Allow any other individual or entity to use your identification for posting or viewing comments.

If it is determined a parent or student has broken these agreements, PACA reserves the right to do any or all of the following on PACA sponsored websites:

1. Ban future posts from people who repeatedly violate this policy.

2. Remove or edit comments at any time, whether or not they violate this policy.

The user agrees to indemnify and hold harmless PACA, its affiliates, directors, employees, successors, and assigns against any damages, losses, liabilities, judgments, causes of action, costs, or expenses (including reasonable attorneys' fees and costs) arising out of any claim by a third party relating to any material user has posted on PACA sponsored sites. By posting a comment or material of any kind on a PACA sponsored site, the user hereby agrees to the policy set forth above.