**SOCIAL MEDIA GUIDELINES AND POLICIES**

**SHAWNEE MISSION SOUTH CHEERLEADING**

The Shawnee Mission South cheerleaders are held to a high standard of behavior and conduct by the SMS coaches/sponsors, administrators, teachers, and community. This high standard of behavior and conduct includes the manner of use of social media. The following is information and guidelines, which are provided for the use of social networking sites and the use of social media.

**\*\*Parents are also encouraged to follow the policies stated in this document.\*\***

**THINGS TO REMEMBER**

**Everything you post immediately becomes public information** – Every text and photo placed online is completely out of your control the moment it is sent – even if you limit access to your personal site. Social media 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. Posting photos or other information about people other than you, may not be what that other person wants. Please be sensitive to the desires and privacy expectations of others on your team.

**Your postings may affect your future** - Many employers and college admissions officers review social networking sites as part of their overall evaluation of an applicant. This is particularly true for those aspiring to earn scholarships. Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including pictures, videos, comments, and postings).

**SMS CHEER PROGRAM GUIDELINES**

**GUIDELINE 1** - All cheer chat rooms (two or more cheerleaders), or cheer related communications must include the coaches. If the coaches are not included in a cheer chat room or text group, that communication thread will constitute a violation of the squad’s social media policy, subject to team discipline. This is to insure 100% transparency that encourages positive and constructive use of social media, and so that coaches are aware and can monitor the dialogue amongst the cheerleaders.

**GUIDELINE 2** - The SMS Cheer program will not tolerate disrespectful comments and behavior online, including the following -

* Derogatory language or remarks referencing 1) your teammates or coaches, 2) other SMS student athletes, teachers, or coaches, and 3) student-athletes, coaches, or representatives of other schools, including competitive opponents.
* Incriminating photos or statements, **real or simulated**, depicting violence, hazing, sexual harassment, full or partial nudity, inappropriate gestures, vandalism, stalking, underage drinking, smoking, selling, possessing, or using controlled substances, or any other inappropriate behaviors.
* Physical and/or Emotional threats

**GUIDELINE 3** - Do not have a false sense of security about your rights to freedom of speech. Understand that “freedom of speech” is not unlimited. The on-line 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. Protect yourself by maintaining and promoting a self-image of which you can be proud for years to come.

**SOCIAL MEDIA CONTRACT**

As a member of the Shawnee Mission South cheer program, I understand that accepted standards of behavior, as expressed in this document, extends to the responsible use of social media on social media platforms such as Facebook, Instagram, Group Chat, Twitter, etc. The use of social media to post pictures and/or printed material on any account, that depicts negative images, including but not limited to, the use of drugs, alcohol, sexual conduct, bullying, inappropriate language, and disparaging remarks about teammates, coaches, and opponents, can and will result in discipline. Such discipline could be the immediate suspension and/or removal from the team. The discipline will be determined by the coach and Athletic Director after meeting with the cheerleader.

Parent Signature Date

Cheerleader Signature Date