

SOCIAL MEDIA SPECIFIC STANDARDS AND GUIDELINES

Montverde Academy has created the following social media standards to establish the purpose and policies of our Academy social media platforms. Montverde Academy strives to create a positive, celebratory, and constructive online community.

MISSION STATEMENT AND PURPOSE

Montverde Academy Mission Statement

The Mission of Montverde Academy is to inspire students to become leaders with a passion for knowledge, global vision and innovation while developing character in a nurturing and diverse community.

Montverde Academy Diversity, Equity, and Inclusion Statement.

Building and supporting a vibrant community is essential to the Montverde Academy's mission to inspire students to become leaders with a passion for knowledge, global vision, and innovation while developing character in a nurturing and diverse community.

Purpose of the Academy's Social Media Outlets

The purpose of Academy's social media presence is to share and celebrate the accomplishments of students and alumni, promote connection, and share information, market the school to third parties in a positive light, represent our mission, and respectfully engage with the Academy's community.

POSTS

The following standards apply to all posts made on the Academy's official social media pages, including, but not limited to, original posts, shared posts, comments, replies, and media uploads:

1. All posts should be consistent with the Academy's mission statement.
2. Posts should be relevant to and consistent with the purpose of the page.
3. The following Posts are prohibited:
 - Posts that are profane, abusive, inflammatory, or derogatory in nature.
 - Posts that constitute personal attacks or are threatening, insulting, or racist.
 - Posts that do not reflect Montverde Academy's mission.
 - Posts that contain political commentary.
 - Posts that are business solicitations or advertisements for a third-party.
 - Posts that promote monetary contributions to businesses or nonprofits outside of Montverde Academy sponsored activities.
 - Posts that criticize or present concerns, problems, or conflicts with individual teachers, administrators, students, parents, or community members.
 - Posts that disclose confidential, proprietary, or privileged information.
 - Posts that discuss confidential student disciplinary actions
 - Posts that are libelous or defamatory.
 - Posts or multiple posts that are overly repetitive.

TRADEMARKS AND COPYRIGHT INFRINGEMENT

The name Montverde Academy and various variations of it are legally trademarked as are its multiple logos. Unauthorized use of the Montverde Academy name, and its variations, and use of Montverde Academy logos is strictly prohibited. Social media accounts created without Academy authorization which use the name, logos, or marks of Montverde Academy will be reported to the platform for removal. Fan pages, gossip pages, or any page which purports to be an official Academy social media page that is created without pre-authorization shall be subject to removal. Creation of such pages by students, parents, or employees of the Academy may be subject to a violation of our rules and guidelines covered under paragraph 7 of the Montverde Academy enrollment contract *Agreement to Policies and Procedures* clause. Violation of this provision may include dismissal and termination of enrollment contract as well as legal remedy for trademark and copyright infringement.

VIOLATION OF STANDARDS AND GUIDELINES

Montverde Academy, in its sole discretion, can delete posts, and/or suspend, remove, block or mute members from the page, for any violation of the standards and guidelines set forth herein.

Posts in direct conflict or opposition with published school policies violate paragraph 7 of the Montverde Academy enrollment contract *Agreement to Policies and Procedures* clause. To foster a positive relationship with the school and support its mission, posts in conflict with published school policies will not be permitted on any Montverde Academy social media pages. Members of the Montverde Academy school community are empowered and encouraged to reach out to representatives at the school when you have questions or concerns about school standards, policies, and procedures.