

LEILEHUA HIGH SCHOOL ATHLETICS

Guidelines and Contract for Student-Athletes and Coaches: Social Media

Leilehua High School Athletes, Coaches and Parents:

As you begin participation in another athletic season, the Athletic Department of Leilehua High School wants to make sure you are aware of the social networking guidelines. The Leilehua High School Athletic Department recognizes and supports the student-athletes' right to freedom of speech, expression, and association, including the use of social networks. In this context, however, each student-athlete must remember that playing and competing for Leilehua High School and the Oahu Interscholastic Association is a privilege. As a student-athlete, you represent the school district and you are expected to portray yourself, your team, your school and the OIA in a positive manner at all times.

Below are the new social networking guidelines which provide the following direction for social networking site usage:

- Text messaging or email – All contact with student-athletes' through text messaging and email should be pertinent information regarding team, scheduling changes, practice changes, or athlete. There should not be any personal messages.
- Everything you post is public information – any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site. 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.
- What you post may affect your future! Many employers, college admissions officers, and athletic recruiters review social networking sites as part of their overall evaluation of an applicant. Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including pictures, videos, comments and posters).
- Similar to comments made in person, the Leilehua High School Athletic Department will not tolerate disrespectful comments and behavior online, such as:
 - Derogatory language or remarks that may harm teammates or coaches; other Leilehua student athletes or students, teachers or coaches; and student athletes, coaches, officials or representatives of other schools, including comments that may be disrespectful to opposing teams.
 - Incriminating photos or statements depicting violence, hazing; sexual harassment; full or partial nudity; inappropriate gestures; vandalism; stalking; underage drinking, selling, possessing, or using controlled substances; or any other inappropriate behavior (including use of profanity).
 - Creating a serious danger to the safety of another person or making a credible threat of serious physical or emotional injury to another person.

- o Indicating knowledge of an unreported school or team violation – regardless if the violation was unintentional or intentional.

Social media outlets can be used as communication devices for teams. They can be used to encourage involvement with family, friends, fans, colleges and recruiting outlets. Coaches do not be afraid to promote your own sites.

All student-athletes need to comply with all of the above and the following:

1. Never involve yourself with alcohol or any other controlled substance. Posting pictures, retweeting or “liking” a post where this behavior is going on also indicates your approval.
2. If you are asked to remove a post, you must do so immediately! This is for the protection of your reputation and that of Leilehua High School.
3. Always be sure contact between coaches is not personal and is only team information.

In short, social networking 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 a self-image of which you can be proud of for years to come.

Sanctions imposed can be any of the following depending on the severity of the offense:

- o A conference with the Athletic Director, Coach and parents outlining the policy and removal of unacceptable content.
- o Temporary suspension from the team until prescribed condition is met.
- o Suspension from team for a certain time period.
- o Indefinite suspension from team.
- o Dismissal from team.

Agreement

I understand and agree that I am required to know, understand and follow the standards contained in Leilehua High School Social Media Contract for Student-Athletes.

Signature

Printed Name

Name of Student Athlete

Date