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[www.shhstexans.org](http://www.shhstexans.org)

## Social Media Policy

Sam Houston High School Alumni Association's purpose is to provide support to the students, faculty, staff, and administration of Sam Houston High School in order to promote success, spirit, and pride and improve student educational outcomes.

Given its mission, the SHHS Alumni Association has adopted this Social Media Policy to guide all those participating on our official social media channels in their conduct. This policy is not intended to be a stand-alone policy, as it does not embody the totality of SHHS Alumni Association's ethical standards, nor does it answer every ethical question or issue that might arise. Rather, this should be considered one element of a broader effort to create and maintain a quality organization that gives ethical conduct the highest priority.

All those participating on our official social media channels (Facebook, Twitter, Instagram, and LinkedIn) should be aware of the following:

1. All channels must comply with the SHHS Alumni Association bylaws and coordinate with the official website at [www.shhstexans.org](http://www.shhstexans.org). The channels and website are to be used to advertise programming updates and events hosted by the SHHS Alumni Association. The official social media channels should not post third-party advertisements unrelated to the SHHS community.
2. *Public vs Private*. Despite the existence of privacy options, our social media feeds are publicly accessible. As such, users should always start with the assumption that anything they say can be read by anyone, anywhere, at any time. Additionally, users should show proper consideration for the privacy of other individuals when posting.
3. *Professionalism*. Users should always act in a professional and constructive manner and use sound judgment before posting. Be polite and respectful of individuals' opinions, especially if discussions become heated. Exercise good judgment when posting and be aware that inappropriate conduct can negatively affect the organization, donors, members, and yourself.
4. *Fair & Respectful*. Never post malicious, misleading or unfair content about the organization, its members, or its donors. Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand, or entity.

5. *Political Use.* Do not use any official social media channel for political discussions or to generate support for any political candidate. Invitations to events for candidates who serve the SHHS community are permissible so long as the event is free and open to the public, and so long as the invitation is only an invitation and not a political advertisement or endorsement.
6. *Brand Marketing & Logos.* Posting or use of the organization's logos, trademarks, materials, or documents anywhere other than our official website and social media channels is prohibited without express written permission of the board.

### **Compliance**

By participating (commenting, liking, reacting, sharing, following, etc.) on any of the official social media channels belonging to the SHHS Alumni Association, you are agreeing to abide by this policy.

### **Consequences**

SHHS Alumni Association reserves the right to hide or delete any comments deemed inappropriate, including but not limited to threatening or defamatory statements, or posts violating any portion of this policy. SHHS Alumni Association reserves the right to ban users from any/all social media channels.

Questions or concerns may be addressed to the board by sending an email to [info@shhstexans.org](mailto:info@shhstexans.org).