

Student-Athlete Social Media Guidelines

Purpose: The athletic departments in Fulton County Schools will continue to utilize social media to disseminate information, promote programs, and organize activities. There is a responsibility attached to the schools, coaches, and players when using these tools. At no time should a student be the designee for any official team web-pages, twitter accounts, or any other social media platforms. FCS athletics encourages the use of applications that send information out to the athletes without giving them the ability to reply (For example: Remind 101). Applications that allow the students to reply should not be used by school employees to convey information to the students

Due to the accessibility and use of social media in today's society, Fulton County High School's Athletic Departments are implementing guidelines to assist our athletes in developing the skills needed to make positive decisions while using social media outlets. The need to understand what is social media appropriate and what is not a paramount, as many employers and colleges now view potential candidate's social media activities before asking them to join their organization. This is specifically evident in collegiate athletics where students have had scholarships revoked, served suspensions and are occasionally removed from teams.

The below guidelines should be used to assist student athletes with deciding what to post on social media outlets. They provide a set of parameters to stay within when deciding to post statements and photos. Coaches will assist by being a resource the athletes can turn to for advice.

Coaches Responsibility:

1. Ensure their team members are aware of the guidelines
2. Explain potential consequences for inappropriate social media use.
3. Address any social media concerns brought to their attention.

Guidelines:

1. Social Media use should not violate the FCS Code of Conduct for students.
2. Post should not be demeaning or disrespectful to teammates, coaches, peers or other institutions.
3. Post should not contain profane, vulgar, obscene, racial/ethnic, or offensive language.
4. Photos should not contain nudity, be vulgar, obscene or offensive in nature.
5. Post should not cast a negative image or negative perception of the athlete, team, or school.

Consequences: Provided are a set of possible consequences for not adhering to the FCS Athletic Social Media Guidelines. Ultimately, the coaches/AD/School will determine consequence for their team(s). It is expected the consequences will be progressive if behavior is not improved through previous attempts

Potential Consequences:

1. Conference between the athlete and coach. The coach may or may not include the parent in the conference.
2. Extra practice time.
3. Game suspension.
4. Expulsion from the team.