OFFICE OF IT AND COMMUNICATIONS
SOCIAL MEDIA POLICY AND GUIDELINES

The St. Augustine Prep IT and Communications office is dedicated to developing strategies that will continue to elevate St. Augustine Prep as a premier high school in the State of New Jersey. We aim to help attract the best students and most distinguished faculty, and highlight that talent for potential donors.

Getting our message heard by the right people and moving them to act has never been more important or more challenging. We believe in the power of well-conceived and well-executed communications as an integral part of accomplishing St. Augustine Prep's goals.

We serve the Prep as a full-service communications unit that will help you reach and engage your audiences in the best way possible. We strive to help St. Augustine Prep broaden brand awareness, expand influence and engage with prospective students and parents, current students and parents, alumni, alumni parents, grandparents, business partners, and donors.

We will collaborate with you to achieve your goals based on research and best practices, and with customized tactics led by teams who are experts in the field – whether it be message development, media relations, digital content, graphic design and branding social media or photography.

POLICIES

This policy applies to the Prep community, including – but not limited to – administrators, faculty, staff, coaches, parents and students. The entire St. Augustine Prep community has a responsibility to maintain the integrity of the brand no matter where, when or how they interact with social media on behalf of St. Augustine Prep.

The Office of IT and Communications is responsible for the enforcement of this policy and **can be a resource to the Prep community for launching social media initiatives.**

Usage of the Prep logo and name must be properly adhered to by following brand standards available through the Office of IT and Communications.

Social media may generate interest from the press (print, television, radio, online). **If you are contacted in any way by a member of the media about a school-related posting, and you are not a current administrator or head coach, you are required to immediately contact the Office of IT and Communications before responding**.

We encourage anyone representing St. Augustine Prep through social media to be thoughtful in decisions to "friend", "like", "link", "follow" or accept a request from another person. It is important to recognize that there is the potential for

misinterpretation of relationships such as faculty-student, supervisor-subordinate and staff-student in social interactions. If you are in doubt, please contact the Office of IT and Communications.

There is no such thing as a private social media site. Show respect to others and don't use language that is vulgar, threatening or intimidating.

St. Augustine Prep has generated a list of "best practices" and recommendations regarding social media. Before beginning any social media program, you should read, review and abide by these recommended practices listed at the end of this document.

All social media accounts representing St. Augustine Prep must be created with a St. Augustine Prep email address.

Social media accounts created by a faculty member for the purpose of communicating to students and/or parents must be set to "private" and the Twitter header must refer back to @StAugustinePrep.

One Third Semester Twitter account will encompass all Third Semester trips. While this account does not need a private setting, at no time shall information be shared indicating where the trip/students are heading. Rather, posts will be made after the fact highlighting the students' experience.

St. Augustine Prep has the right to amend this policy at any time.

SOCIAL MEDIA

St. Augustine Prep uses and encourages official use of the following social media networks: Facebook, Twitter, YouTube, Instagram, Pinterest, WordPress and Periscope.

Strategic use of social media can amplify both outward and inward-facing messaging and therefore better position the Prep as a world-class learning institution.

To follow officially branded St. Augustine Prep social media accounts please visit www.hermits.com/socialmedia

ACCOUNT REQUESTS

All social media account requests will be considered three times in an academic year. Deadlines for fall social media account requests is October 1, deadline for winter social media account requests is December 1 and deadline for spring social media account requests is April 1. To make an account request, email Mrs.Broomell@hermits.com.

It must be made clear the purpose of the account and the plan for its use and maintenance. The Prep reserves the right to revoke or limit approval at any time in its sole discretion.

All social media accounts will be reviewed periodically by the Office of IT and Communications to ensure that it is accurately and acceptably representing St. Augustine Prep and remains in active usage. Social media accounts that are dormant for more than three month period will be deactivated.

Requests are reviewed by the Executive Director of IT and Communications and may be reviewed by other members of the Executive Committee.

BEST PRACTICES

Be respectful: Anything you post in your role as a St. Augustine Prep representative reflects on the institution. Be professional and respectful at all times on your social media site.

Be transparent: Make it clear that you are blogging / tweeting / Facebooking, etc. in your role as a staff or faculty member, administrator, coach or student for St. Augustine Prep.

Listen: Being a consumer of social media is essential to your ability to be a successful producer of social media content. "Listen" to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

Be active: Social media presences require diligent care and feeding. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media at this time. Make certain that more than one person has access to your social media sites so that they don't remain inactive for long periods of time.

Be timely: One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

Remember, everything you do online can and will live forever.

Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally.

Comment: As a consumer as well as a producer of social media, offer comments on interesting posts and share the good work of others using your sites. **Social media is not only about sharing your news and success, it's about sharing information that is of interest to your readers and viewers.**

Accept and monitor comments: Be prepared to accept and respond to comments. Understand that not all comments will be positive, and respond to negative comments

professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

Be a valued community member: Don't just talk about your program or department – share the best information you find from trusted sources outside of your department. This will increase the value of your site and also will ensure you are a valued member of the community.

Hashtag Use: Hashtags are integral to the way we communicate online, and it is important to know how to use them. On Twitter, the pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. So, if you wanted to post about the basketball game, you would include #hermitsbasketball in your tweet to join the conversation. You would click on a hashtag to see all the posts that mention the subject in real time.

Be specific: If you're using a hashtag to join a conversation, make sure the hashtag is specific and relevant to your topic. If you're talking about soccer, use #hermitssoccer instead of #hermits.

Keep it simple: Hashtags, like links, look like spam if they are used too often. Three hashtags should be the maximum on Twitter and Facebook, but you can get away with more hashtags on Instagram. Don't hashtag the same word twice ("#HermitsBasketball is #1! Go see the #HermitsBasketball game tonight). It's #redundant.

While the following hashtags are not the only tags you should use, we encourage their use depending on the subject matter:

#hermit, #hermits, #hermitpride, #brotherhood, #gohermits, #hermits(sport)

Most importantly, live the mission through your social media postings – "Setting hearts on fire with a passionate search for truth, unity and love."