



JESUIT SOCIAL MEDIA ACCOUNTS

SOCIAL MEDIA USE

Social media is a critical piece of Jesuit High School's overall communications outreach to internal and external audiences. Collectively, Jesuit's primary Facebook, Twitter, Instagram, and LinkedIn accounts have a following of over 23,000 users. An additional 60+ account campus-wide serving the communities of Jesuit's teams, clubs, departments, and offices reaches 200,000. Where you like, comment, share, retweet, or regram, social media is the best way our audience stay plugged into all things Marauder in real-time.

Because of social media's large impact and influence on messaging, these platforms must be treated in the same manner as the school's primary online communication vehicle – the website JesuitHighSchool.org -- to maintain and strengthen the brand.

SOCIAL MEDIA AND ONLINE PLATFORMS POLICY

With the proliferation of software-as-a-service Web tools, mobile applications, and social media outlets, Web activity's delineation hosted on Jesuit's official Web presence (JesuitHighSchool.org) and/or an externally hosted Web site is not self-evident. For the purposes of Jesuit's policy, all content, digital assets, and/or other forms of digital external publication presented on behalf of the school and/or any of its programs or units are subject to the school's web and other communications policies.

All online accounts and/or web presences established by any Jesuit unit-- including but not limited to clubs, teams, interest groups, departments, or offices-- require prior registration and/or creation by the Office of Marketing and Communications. All existing accounts must also register by the start of the school year on August 16, 2019, and will be audited annually thereafter.

Although external web tools may vary in utility, style, audience, and/or presentation, authors are held to the same standards of consistency, accuracy, appropriateness, and visual identity considerations as they would if the content was published on Jesuit's website or printed material. As new media opportunities emerge and/or evolve, all contributing to online communications must consult and/or coordinate with the Office of Marketing and Communications before establishing a Jesuit presence. The school may pursue, limit, and/or delay consideration for a new media presence until a strategic decision is considered and approved. A proposed account must have a plan for longevity and not be a one-season focused item. Some groups or accounts may do better to be folded within or be a subset of the main Jesuit High School platforms.

Jesuit High School owns its social media accounts and personas created and/or associated with those accounts. Jesuit High School will choose the password and username for any Jesuit High School-owned accounts, neither of which can be changed without Jesuit High School's permission. All social media account, including log-in information and passwords, must be relinquished at the end of employment. An employee has no right to use Jesuit High School accounts after his or her separation from employment. An employee acts on behalf of Jesuit High School when he or she updates corporate-branded or official social media, regardless of whether that employee uses his or her own devices.