



## Academy for Academic Excellence Athletics Social Media Policy – Code of Conduct



Playing and competing for the Academy for Academic Excellence High School and Middle School is a privilege, not a right. Student-athletes at the AAE are held in high regard and are seen as role models on campus and in the community. As leaders we have the responsibility to portray our team, our school, and ourselves in a positive manner at all times.

In recent years, Facebook, Twitter, Instagram, TikTok and other social networking sites have increased in popularity and are used by the majority of student-athletes at A.A.E.

Student-athletes may not be aware that third parties, including: the media, faculty/administrators, opposing players, future employers, college coaches, and staff members can easily access their profiles and view all personal information. This includes all pictures, videos, comments and posts. Inappropriate material found by third parties affects the perception of the student, the athletic department, and the AAE. This can be detrimental to a student-athlete’s future and reputation.

Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

1. Posting photos, videos, comments or posts showing the personal use of alcohol or tobacco (eg., holding cups, cans, shot glasses, etc.).
2. Posting photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
3. Posting pictures, videos, comments or posts that condone drug related activity. This includes, but is not limited to, images that portray the personal use of marijuana and drug paraphernalia.
4. Using inappropriate or offensive language in all comments, videos and other posts. This includes threats of violence and derogatory comments against race and/or gender.

If a student-athlete’s profile and its contents are found to be inappropriate in accordance with the above behaviors, he/she will be subject to one **or more** of the following penalties: 1) written warning; 2) a meeting with the Athletic Director, Head Coach or Vice Principal; 3) penalties as determined by the athletics or administration department; for example, suspension or removal from the athletic team.

For your own safety, please keep the following recommendations in mind as you participate in social networking websites:

- a. Set your security settings so that only your friends can view your profile.
- b. You should not post your email, home address, local address, telephone number(s), or other personal information as it could lead to unwanted attention, stalking, identity theft, etc.
- c. Be aware of who you add as a friend to your site – many people are looking to take advantage of student-athletes or to seek connection with student-athletes.
- d. Consider how the above behaviors can be reflected in all social media applications.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own value and ethics as well as the athletics department and AAE. Remember always present a positive image and don’t do anything to embarrass yourself, your team, your family, or AAE.

I have read and understand the Social Media Policy of the Academy for Academic Excellence Athletic Department.

\_\_\_\_\_  
Parent Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Student-Athlete Signature

\_\_\_\_\_  
Date