



SOCIAL MEDIA AND COMMUNICATION POLICY

Bonneville Academy is committed to maintaining appropriate and professional standards in all forms of communication, including social media, digital messaging, and public-facing communications. This policy ensures compliance with privacy laws, promotes student safety, and establishes clear boundaries for staff, board members, and volunteers.

Definitions

- Social Media: Any digital platform used to share messages or content, including Facebook, Instagram, X (Twitter), TikTok, YouTube, blogs, and messaging apps.
- Official Account: Any social media account or digital presence representing Bonneville Academy.
- Personal Account: Any account maintained by an individual outside the official school system.
- Instructional Use: Communication or digital activity tied directly to educational outcomes or classroom instruction.

Official Use of Social Media

All official school social media accounts must be approved in writing by the School Director. Approved administrators are responsible for content, ensuring accuracy, professional tone, and compliance with FERPA and data privacy laws.

Employee and Board Member Expectations

- Employees may not follow, friend, or privately message students via personal social media accounts.
- All school-related communication with students must occur through school-approved channels (email, learning platforms, school-managed messaging).
- Communications must not include any inappropriate, harassing, discriminatory, or sexually suggestive content.
- Employees may not post confidential student or personnel information.

Personal Use of Social Media

Personal posts by employees or board members that identify Bonneville Academy must reflect the values of the school and uphold public trust. No employee may claim to speak on behalf of the school unless authorized. Employees are encouraged to use discretion in posting personal content that may reflect on the school community.





BONNEVILLE ACADEMY

K-8 STEM School

Approved: 07/22/2025

Prohibited Conduct

The following are prohibited:

- Use of social media to harass, bully, or groom students
- Posting defamatory, inflammatory, or offensive content related to the school
- Sharing student images or records without written parent/guardian consent
- Using personal devices or accounts to circumvent school policy

Monitoring and Enforcement

Bonneville Academy reserves the right to monitor the use of official school systems and may investigate allegations of policy violations. Violations may result in disciplinary action, up to and including termination of employment or removal from the board.

Legal References

- USBE Rule R277-322: Educator Conduct
- USBE Rule R277-487: Data Protection and Privacy
- FERPA (Family Educational Rights and Privacy Act)
- Utah Code §53G-9-601: Bullying and Hazing Policy Requirements

Approved by the Board of Directors on: _____

Signature: _____

Chair, Bonneville Academy Board of Directors



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