



Book	Board of Trustees Policy
Section	900 Community
Title	Social Media Code of Conduct Policy
Code	903
Status	Active
Adopted	October 10, 2016

**Agora Cyber Charter School Social Media  
Code of Conduct for Facebook, FANS Groups  
and Online Activity Disclaimer**

Agora Cyber Charter School ("Agora" or "Charter School") has established social media sites, such as the Agora Facebook FANs and Regional FANs groups. The purpose of these Agora established social media groups and channels is to connect Agora staff, Learning Coaches, enrolled students and active families across Pennsylvania and in their local, home regions. Utilizing a variety of additional social media channels (such as Facebook, Twitter, Instagram, Pinterest), Agora endeavors to provide a safe place for families to network with one another, plan events, or seek general help on a variety of topics. These groups and social media channels are not intended to replace your Family Coach, Teacher, Guidance Counselor or any other Agora staff members, nor are they meant to be a forum to file complaints. These groups and social media channels have been established to create a positive experience for all involved. If at any time you feel this is not the case, please contact a group Administrator or the PR and Social Media team at [MyAgora@agora.org](mailto:MyAgora@agora.org).

The Board of Trustees of Agora adopts this Code of Conduct as a necessary source of guidance for Agora families, employees and volunteers with regard to use of such social media channels as certain conduct within Agora established social media channels could impact and substantially disrupt the functioning of the Charter School or the reputation of Agora or of the individual members of the school community. While safe and appropriate use of social media serves an important purpose in education, unsafe and inappropriate use of these Agora established social media channels is prohibited and subject to School discipline and reporting to local, state and/or federal law enforcement pursuant to applicable Student/Parent or Employee Codes of Conduct, as well as to local and state child welfare agencies pursuant to the Board's Mandatory Reporter Policy (in accordance with the Pennsylvania Child Protective Services Law, at 23 Pa.C.S. §§6301 et seq.), and to other governmental agencies as part of its duties pursuant to the Safe Schools Act at 24 P.S. §§13-1301-A, et seq. Additionally, this Code of Conduct is in compliance with other Board of Trustees approved policies, which are in accordance with the Pennsylvania Department of Education ("PDE") guidelines, and the Federal Children's Internet Protection Act ("CIPA"), Pub. L. No. 106-554 and 47 USC 254(h), which mandates that schools that receive federal technology funds must develop and implement measures and policies to prevent access to "visual depictions" that are determined to be "obscene", "child pornography", or "harmful to minors" as defined herein. This Policy is also in accordance with PDE's further guidance that schools receiving certain E-rate discounts are also mandated by the Neighborhood Children's Internet Protection Act (N-CIPA), which was passed as part of CIPA, to enforce an Internet Safety Policy (ISP) that addresses harmful or inappropriate online activities.

**By joining this group and/or posting to it, you agree to the following Code of Conduct:**

**1. Be Yourself:** Please use your real name and photograph when creating a Facebook page. Many of our social networks are "closed" groups and only open to active students and their families. Welcome new students and families to our school's digital community just as you would welcome a new friend into your home.

**2. Be Respectful:** Treat one another with civility and respect. Avoid personal attacks, slurs, and profanity in your interactions. We understand that sometimes a topic can be very emotional. Please consider how others will view or react to your posts before clicking "Post."

**3. Be Social not Sales-y:** We ask that you refrain from posting unsolicited advertisements that do not pertain directly to the intended use of this group or social media channel. These posts may be removed without notice. We also forbid parents to sell products, services or tickets to an event or other products. Additionally, the FANs pages are not for Kickstarter/GoFundMe solicitations. Agora parents/Learning Coaches are not responsible for any event that requires the collection of money. If an event requires an admission or tickets, each family that chooses to attend shall be responsible for their own payment.

**4. Prohibited Communications:** Communications which may not be posted through the Agora social media groups and channels shall be set forth specifically in the Student/Parent Code of Conduct and include but are not limited to: (1) personally identifiable information about Agora students, and personal and/or confidential information about employees, volunteers or guests; (2) child pornography, sexual exploitation, bullying/cyberbullying, inappropriate commercialization of childhood experiences; (3) defamatory or discriminatory statements and images; (4) unauthorized or false information which could damage Agora's reputation or the reputations of Agora's employees, its students or their families; (5) infringement upon intellectual property or proprietary information.

**5. Preview Then Post:** Before posting links to outside websites and videos, please take a moment to scan the page and see if someone else has already posted a link to the same page/topic and/or video. We request that the similar or identical topical content not be re-posted so we do not clutter the page up with duplicates. Prior to posting any link, be sure to preview the entire page/video, ensuring that the link works. While the content might not be offensive, other links and advertisements on the page may be. As a courtesy to fellow group members, take a moment to summarize the content of the page or video you're linking to so they know what to expect when they open the link.

**6. Stay on Topic:** Please ensure that your comments are relevant to the subject at hand. It is normal for some topics to drift from the original stated subject. However, to ensure maximum benefit for everyone, we encourage you to keep your post as close to the subject as possible. The introduction of other topics is permitted. However, the subject matter or question must remain relevant to the interests of current students and families, and serve the purpose of the Agora social media sites.

**7. Be Brief:** As a rule of thumb, be brief and avoid dominating the postings as it can become difficult to navigate the page.

**A word of caution:** Repeated postings of comments to public posts in a short period of time may cause Facebook to temporarily block your account from posting further comments. If this happens, a pop-up message will appear. This is a function of Facebook and is automatic - Agora page/group Administrators have no control over and are not responsible for this action.

**8. Confidentiality:** NEVER post personal information about your student, family or friends that you wouldn't want publicly broadcasted or within the public domain. Posting ANY information regarding children other than your own will result in an immediate ban, and the possibility of further action by Agora, in accordance with the Student/Parent Code of Conduct. Parents and/or students should not post the names of specific Agora teachers, staff and/or Board of Trustees members. Any violations of this rule could result in your removal and/or ban from the group. Please keep in mind that our communities, although private pages may be accessible to the public. Therefore, do not post anything that you want to remain private.

**Disclaimer:** Opinions expressed in comments made by those who participate on the regional Facebook pages are the personal opinions of the authors, not of Agora Cyber Charter School. Posts made to the Agora Facebook pages are subject to removal at any time, and membership in the group is subject to review and/or termination at any time, at the discretion of the Administrators and Operators, pursuant to the terms of this Code of Conduct.

ACTION	RESPONSIBILITY	CONSEQUENCE
Entry into an Agora Facebook FANs closed group	Parent/Learning Coach requests to join a group. Email is sent to request name and grade of their student(s) currently enrolled at Agora, which is verified by Athena data/the Agora Student Information System.	Parent/Learning Coach joins the closed group and agrees to abide by the Agora Social Media Code of Conduct.
Parent/Learning Coach posts a message to sell a product or service	Agora Administrators may send a Message and ask the Parent/Learning Coach to voluntarily remove their sales message	If Parent/Learning Coach does not remove message, an Agora Administrator of the closed group page will do so.
Parent/Learning Coach posts a message that contains a personal attack, profanity or other prohibited communication	Agora Administrators may/will send a Message and ask the Parent/Learning Coach to remove the message, or it may be immediately removed.	If Parent/Learning Coach does not remove message, an Agora Administrator of the closed group page may do so.

Parent/Learning Coach posts a message that contains personal information, and/or identifies a student or staff member or Board of Trustee by name or position and/or contains a prohibited communication.	Agora Administrators will immediately remove the message.	Parent/Learning Coach may be banned from the closed group and blocked so they are unable to post messages.
Parent/Learning Coach has a message removed/deleted	Agora Administrators will send a copy of the Agora Social Media Code of Conduct as a reminder of appropriate/inappropriate postings to social media	Parent/Learning Coaches who continue to violate the Agora Social Media Code of Conduct will be blocked and removed from the closed group(s)
Student withdraws from Agora	Agora Administrators will immediately delete the Parent/Learning Coach from all closed groups	Additionally, all Parents/ Learning Coaches will need to verify that their students are returning to Agora for the next school year to remain in a closed group
Parent/Learning Coach has been permanently blocked /banned from a closed group due to continued violation of the Agora Social Media Code of Conduct		Parent/Learning Coach may be able to re-join a closed group at the beginning of the next school year