

Social Media

The Good, Bad, and the Ugly

Lance Smith

AD - Millard West High School, NE
President, NSIAAA (Nebraska)



@MWHsactivities

@lancesmith34

mwhswildcats.com

Disclaimers



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WHY?



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Goals

- Student, fan, and community engagement
- Communicate a message
- Develop a communication infrastructure
- Choke out negativity with a positive presence
- Promote participation in our activities

MILLARD
WEST

Objectives

- Connect with a larger segment of the community
- Engage more with the student body
- Connect with prospective students
- Sell our brand through attendance, membership, and products

MILLARD
WEST

Guiding Principles

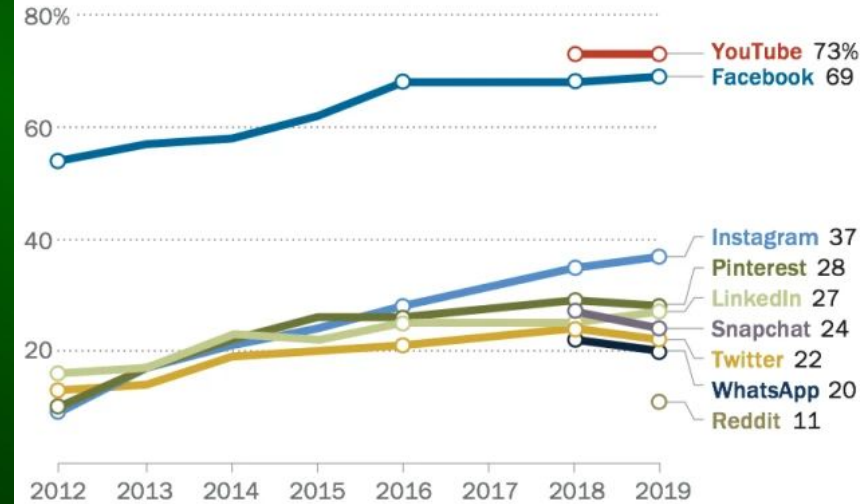
- The sport/activity does not drive the content (e.g. small sports get proportional attention; win or lose)
- Overarching theme for the year or season
 - 25th School Year
- Focus is on students - not adults (some exceptions for coaches/sponsors)
- Consistency

Platform Map



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

[Pew Research Article](#)



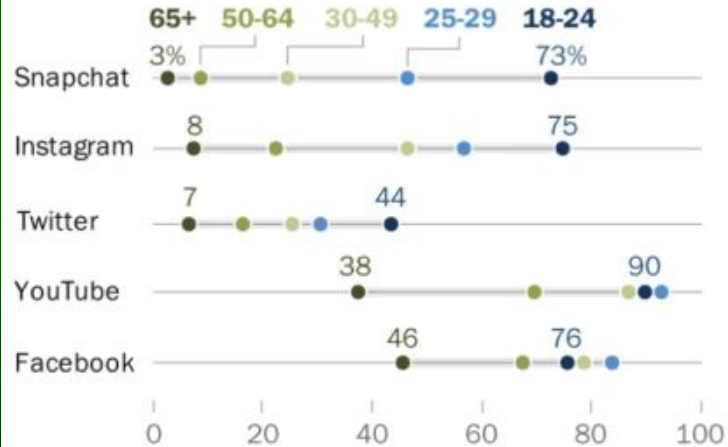
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Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

[Pew Research Article](#)



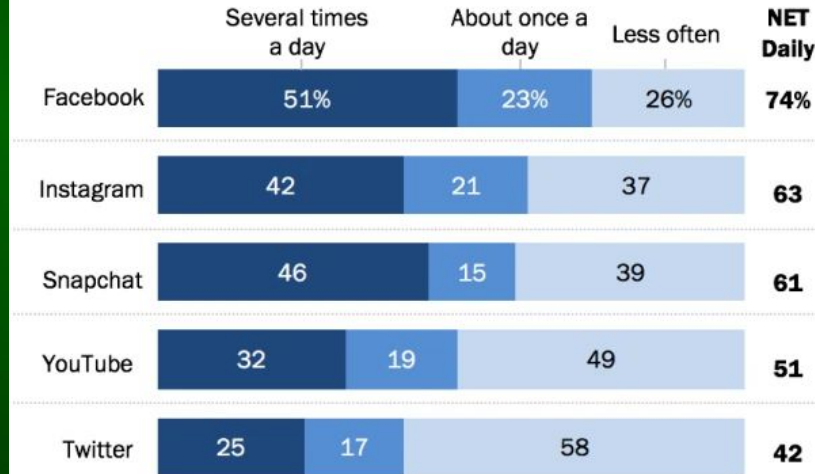
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Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ___, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

[Pew Research Article](#)



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HOW?



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Millard West HS

@MWHWildcats Follows you

Following

The official twitter page for Millard West High School in Omaha, NE – for athletics & activities follow [@MWHsactivities](#) [#wildcatpower](#) [#Proud2bMPS](#)



Millard West Activities

@MWHsactivities

The official twitter account for all activities at Millard West High School.
[#WildcatPower](#)

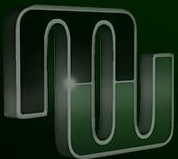


Lance Smith

@LanceSmith34 Follows you

Following

Activities Director at Millard West High School | Activities account:
[@MWHsactivities](#)



[@MWHsactivities](#)

[@lancesmith34](#)

[mwhswildcats.com](#)

Size, content, message

Recognizable

Easily searchable

Who are you?

Where are you?



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Recognizable,
searchable, consistent

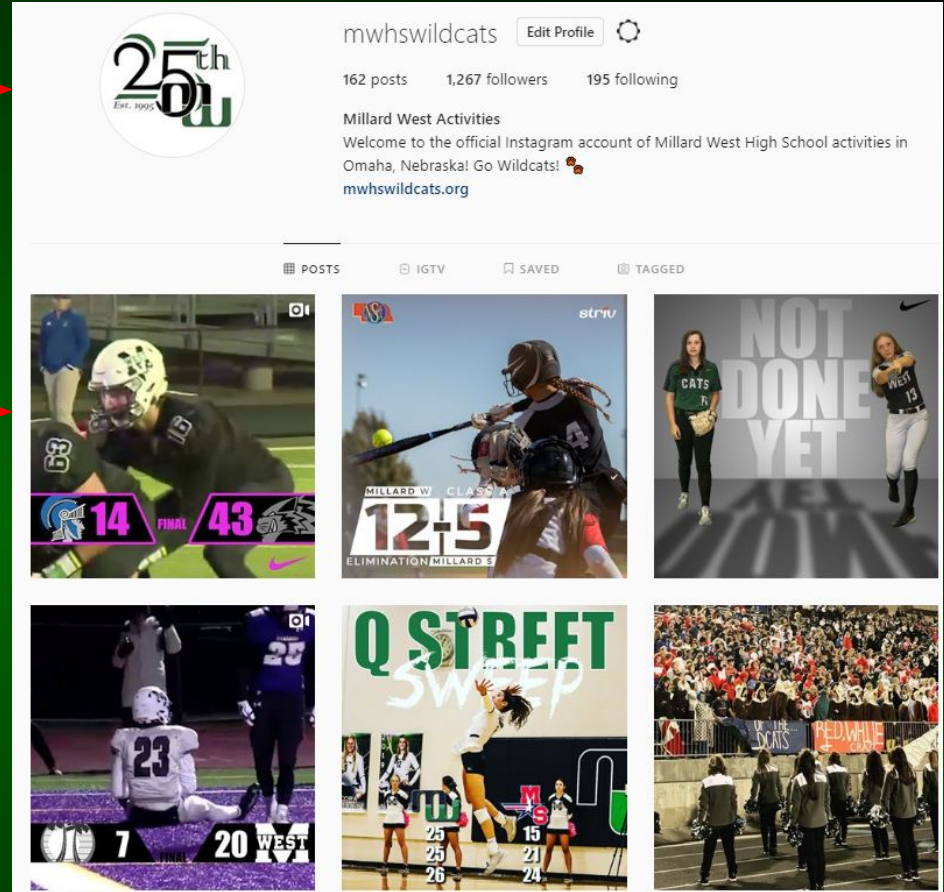
Different than twitter, focus on
images, expectations are higher



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Tips and Tricks

Hashtags and Tags (know the rules of the platform)

Picture and Video

Community Management

Polls and Interactions

Instagram stories

Use the experts (kids)



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Matt A. Heckel, CMAA
Dakota Ridge High School
Littleton, CO

Athletic Director/Assistant Principal,
CADA President Elect



@dakotaridgeathletics



@DRHS_Athletics



@dakotaridgeathletics

“What keeps you up at night?”

Avoid Negative Headlines

D-I Coach: "We stop recruiting" Athletes with Questionable Social Media Accounts

By Steven Molinari

Like 9 Share Tweet Share



Social media cost this star athlete his Division I scholarship—now he's trying to educate others



New Hampshire HS Basketball Player of the Year Loses Award After Obscene Tweet

By *Kyle Newport*, Featured Columnist

Mar 28, 2014

Social media has its benefits, but it can also ruin a year's worth of work in an instant.

"Catholic Football Star Loses Scholarship Over Racist, Sexual Tweets"
Blaze Sports 1/23/12

And it's not just the students.....

Teacher claims she was fired over
topless selfie obtained by students
without her consent
<http://via.kdv>

Ohio teacher in trouble over Snapchat post about 'These damn kids and parents'

Posted: 7:41 PM, May 17, 2017 Updated: 8:29 AM, May 18, 2017

By: Derick Waller

Are Her Rights?

By Sarah Schwartz on August 24, 2018, 3:36 PM

sting a
at What

In researching a story, The Columbus (Ohio) dispatch did a social media search and article called "Teachers' Saucy Web Profiles Risk Jobs."

Train your staff
on school/district
expectations

District Staff Guidelines

District Policies - Jefferson County School District R-1

Section G: Personnel

Title: Staff Use of the Internet and Electronic Communications

Number: GBEE

Social, Collaborative, Interactive, and Responsive Technologies

The district supports the use of technologies such as blogs, wikis, podcasts, and online photo management software for educational purposes and communicating with the community. These technologies are considered an extension of the classroom and are approved for use to convey information about district services; promote and raise awareness of the district; and communicate with employees, students, and community members.

The district also acknowledges that employees may choose to utilize these technologies – such as twitter, Myspace and Facebook on their own time.

However, a clear line between personal and professional usage must be defined by the following:

Personal social networking sites should not be used to encourage inappropriate personal nonprofessional relationships with current or recent students. “Friending” or otherwise establishing personal relationships with students on social networking sites or through other interactive technologies may be inappropriate and can erode the professional boundaries expected of school employees.

Confidential student information may not be disclosed on personal social networking sites or through other interactive technologies.

When utilizing personal social networking sites, Jeffco employees are encouraged to consider whether what is posted will impair the employee’s effectiveness as a school employee.

PROFESSIONAL RESPONSIBILITIES

UNLAWFUL DISCRIMINATION/EQUAL OPPORTUNITY – POLICY AC

No person shall be excluded from participation in, be denied the benefits of, or be subject to unlawful discrimination, intimidation, or harassment under any district program or activity on the basis of ethnicity or race, color, religion, national origin, ancestry, sex, sexual orientation, gender identity, genetic information, age, veteran status, or disability.

All district employees, students, and community members are expected to be aware of the prohibited conduct addressed in the policy and comply with the prohibitions. Failure to comply may result in employee corrective action up to and including termination, student discipline up to and including expulsion or community member trespassing on district property.

Discrimination, as explained above, is treating a person of a particular group differently based on their protected status. Under this policy, harassment is verbal, written or physical conduct that denigrates or shows hostility or aversion toward an individual because of the person's protected status and has the purpose or effect of unreasonably interfering with an individual's work or education performance or creating an intimidating, hostile or offensive work or education environment.

Harassing conduct includes epithets, slurs, or negative stereotyping; threatening, intimidating, or hostile acts; denigrating jokes; and written or graphic material that denigrates or shows hostility or aversion toward an individual or group that is placed on walls or elsewhere on the employer's premises or circulated in the workplace, on company time or using company equipment, by e-mail, phone (including voice messages), text messages, social networking sites, or other means. Harassment does not include verbal expressions or written material that is relevant and appropriately related to course subject matter or curriculum.

Title IX of the Education Amendments of 1972 is a federal law that prohibits student-to-student sex based discrimination, which can include sexual harassment and sexual violence. Any school official or employee who has reasonable cause to know or suspect that a student has been the victim of sex based discrimination or harassment shall immediately report the matter to their supervisor, principal, or district Title IX Coordinators. Investigation of these complaints of sex based discrimination or harassment will be completed in accordance with Policy AC and JBB. Our district Title IX Coordinators are our Chief Legal Counsel (2.6544) and our Chief Student Success Officer (2.6840).

Deliberate Indifference

Deliberate indifference:

When a school district employee, agent or volunteer chooses to act outside the policies, procedures of the district and/or the rules and regulations governing the activity, the person may be guilty of deliberate indifference and therefore exposing themselves to personal liability

Educate Student-Athletes
(And Parents too!)

Twitter is the dominate communication platform for coaches—

- Over 95 percent of student-athletes surveyed say they have a Twitter account.
- Up from 72% in 2013
- Most colleges use Twitter to communicate and follow on the student-athlete.

USA Today 8/17

“Had to unfollow/stop recruiting a young man this evening. Still amazed by what recruits tweet/retweet/ College coaches are watching!”

Oklahoma St. Asst. Football Coach 3/14/15



Derek Jones @dukecoachdj · 14h

Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

*"The first thing we do is see the film and see the talent, and the second thing we do is get on Facebook or Twitter and follow them, friend request them," said Ryan Gunderson, Oregon State's assistant director of player personnel. **"You can tell a lot about a kid right away."***

ATHLETICS

D-I Coach: “We stop recruiting” Athletes with Questionable Social Media Accounts

By Steven Molinari

Timeout! *Background on Dakota Policy*

B.L. a minor, by her father, LAWRENCE LEVY, and her mother, BETTY LOU LEVY, Plaintiffs,

v.

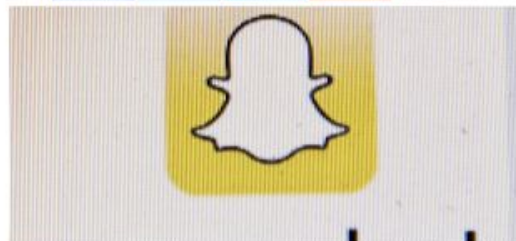
MAHANOEY AREA SCHOOL DISTRICT, Defendant.

On May 28, 2017, [B.L.] posted a “Snap” featuring a photo of her and a friend holding up their middle fingers with the text, “f--- school f--- softball f--- cheer f--- everything” superimposed on the image. Plaintiff took the Snap at the Cocoa Hut — a local convenience store — on the weekend when she was not participating in any school activity. Notably, this Snap did not specifically mention the High School or picture the High School. Further, the Snap was only shared with Plaintiff’s friends on SnapChat, and thus was not available to the general public.



UPDATED: Judge: School Cheerleader Can't Be Kicked Off Squad for Profane Snapchat Post

By P.J. D'Annunzio | October 06, 2017 at 03:39 PM



While courts have allowed schools to punish a student for out-of-school speech that was reasonably expected to substantially disrupt the school, the Supreme Court has noted that schools have no power to punish “lewd or profane” speech — as described in *Fraser* — when it occurs outside of the school context.... [T]he ability of a school to punish lewd or profane speech disappears once a student exits school grounds.... [And, under Third Circuit precedent, controlling in this Pennsylvania case,] “a school could not punish a student for online speech merely because the speech was vulgar and reached the school.”



A Utah cheerleader was kicked off the squad after she posted a video singing an explicit rap song. Her family is suing.



By Courtney Tanner

Published: May 25
Updated: May 26,
2018

A Utah high school dismissed a cheerleader from its squad after she posted a video showing herself and four other girls singing along to a rap song that includes explicit lyrics — though she was not on school property, did not refer to the school and was not participating in a school activity at the time.

Mountain Crest cheerleader won't be reinstated while lawsuit moves forward

By Amy Macavinta staff writer Jul 20, 2018



The U.S. District Court in Salt Lake City said a case — filed by a local doctor on behalf of his teenage daughter who was kicked off the Mountain Crest cheer squad in May — raises some very interesting issues in the age of social media.

News Trending Today

- 1 Cache Valley rushes to the aid of Bicycl...
- 2 Alexander S. Mitchell
- 3 Franklin County death investigated as h...
- 4 Hyrum man pleads guilty to murder in ...
- 5 Franklin County Sheriff's Department l...



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JEFFERSON COUNTY SCHOOLS PARTICIPATION CONTRACT

Jeffco Schools have established certain rules by which students who participate in the interscholastic programs shall abide. Please READ the following, SIGN and RETURN the form to the school.

1. The use (lighting, chewing, smoking, inhaling, vaporizing, ingesting, injecting or application) or possession of drug paraphernalia, alcohol or any product that contains or is derived from tobacco, nicotine or steroids and is intended to be ingested, inhaled or applied to the skin of an individual will not be tolerated, regardless of quantity. The following represent minimum sanctions for violation of this rule, and shall be served at the first possible contest following the infraction. In cases of greater severity, the responsible administrator may increase the sanction up to and including suspension from school and from all interscholastic participation. Observance of all training rules involving the use or possession of tobacco, alcohol, drug paraphernalia, drugs, including steroids, is a responsibility of the participant.
 - a. The first violation for sports with 11 or fewer contests will be a one contest suspension and for sports with more than 11 contests, the sanction will be a two contest suspension.
 - b. A second violation occurring at any time during a student's attendance in Jeffco Schools will result in a suspension from twice as many contests as were delivered for the first violation. Where drugs, tobacco or alcohol are involved in both violations, the student must also demonstrate evidence of successful participation in a treatment program prior to returning to competition.
 - c. A third and any subsequent violation occurring at any time during a student's attendance in Jeffco Schools will result in suspension from all interscholastic athletics for one full year from the occurrence date.
2. Students must also meet the following behavior expectations. Violation of these expectations may result in game suspensions, code of conduct penalties, and/or removal from the team at the discretion of school administration.
 - a. Participants are expected to conduct themselves in a commendable manner at all times in the school, the classroom, during interscholastic activities, and toward opponents, officials and spectators. The use of profanity is not acceptable and will not be tolerated.
 - b. **There will be "zero tolerance" for assault upon, hazing, disorderly conduct toward, harassment of, intimidation of, discrimination against, or any criminal offense against another student or damage of property of another student.**
 - c. Any behavior, on or off school property, which is detrimental to the welfare or safety of others will not be tolerated.

Dakota Ridge Social Media Policy--

Participation in Dakota Ridge Athletics and Activities is a privilege, not a right. The use of social media by a student considered “unbecoming of an Eagle” may result in discipline including suspension and/or removal from the activity, team, or leadership position.

Lee Green (Professor at Baker University in Kansas and co-creator of the three NIAAA Leadership Training Institute legal classes- 504, 506, and 508) made the recommendation that school systems include a **social media policy in their Student-Athlete code of conduct**. The policy should include precise language defining specifically prohibited behaviors. The Social Media Policy should explain the disruptive impact of inappropriate social media postings on the morale and success of the team. The policy should be specific and should avoid any language that generalizes moral misbehavior.

Tuesday, 10:45 am

Schools *can* discipline if:

- The speech is causing a substantial disruption to the school. (Tinker)
- You can reasonably predict the speech will cause a substantial disruption at school or at a school sponsored activity. (Tinker)
- The speech is violent or threatening
- The speech pretends to be coming from the school or an employee.

Schools may or may not discipline if:

- The only effect on campus is an increase in gossip.
 - The speech has only created hurt feelings or general displeasure.
 - The only effect is that parents are generally upset.
 - The speech was intentionally disconnected from campus.
- (Need to determine Nexus to the school)

Social Media Guidelines for Eagle Student-Athletes

1. Be careful with how much and what kind of identifying information you post on social networking sites. It is unwise to make available information such as full date of birth, social security number, address, phone number, cell phone numbers, class schedules, bank account information, or details about your daily routine. All of these can facilitate identity theft or stalking. Remember - once posted the information becomes the property of the website.
2. Be aware that potential current and future employers and college admissions offices often access information you place on online social networking sites. Realize that any information you post will provide an image of you to prospective employers and/or schools. The posting is considered public information. Protect yourself by maintaining a self-image that you can be proud of years from now.
3. Do not have a false sense of security about your rights to freedom of speech. Understand that freedom of speech is not unlimited. Social networking sites are NOT a place where you can say and do whatever you want without repercussions.
4. Remember that photos once put on the social network site's server become the property of the site. You may delete the photo from your profile, but it still stays in their server. Internet search engines like Google or Yahoo may still find that image long after you have deleted it from your profile. Think long and hard about what type of photo you want to represent you and your values.
5. Be highly aware of your location settings on your phone and your social networking sites.

DAKOTA RIDGE HIGH SCHOOL SOCIAL MEDIA AGREEMENT FOR STUDENT-ATHLETES

Playing and competing for Dakota Ridge High School is a privilege and not a right. Student-athletes are held in the highest regard and are seen as role models in our school and community. As student leaders, you have the responsibility to portray your team, your coaches, our school, and yourselves in a positive manner at all times. Instagram, Twitter and other social media sites have increased in popularity globally, and are used by the majority of student-athletes in one form or another.

Student-athletes should be aware that third parties—including the media, faculty, future employers and college officials—could easily access your profiles and view all personal information. This includes all pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the Dakota Ridge student-athlete and our school. This can also be detrimental to a student-athlete's future options (i.e. college, profession). Examples of inappropriate and offensive behaviors concerning participation in online communities may include depictions or presentations of the following:

- Photos, videos, comments or posters showing the personal use of alcohol, drugs and tobacco including vaping.
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, comments or posters that condone drug-related activity. This includes but is not limited to images that portray the personal use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another school; taunting comments aimed at a student-athlete, coach or team at another school and derogatory comments against race and/or gender). No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, and illegal drug use).
- Content that is demeaning of your team, other players, staff, and that doesn't represent Dakota Ridge in a positive manner.

If you are ever in doubt of the appropriateness of your online public material, consider whether it upholds and positively reflects your own values and ethics as well as the high expectation of Dakota Ridge High School. Remember, always present a positive image and do not do anything to embarrass yourself, the team, your family or the Dakota Ridge Eagles.

By signing below you affirm that you understand the Dakota Ridge High School Social Media Guidelines for Student-Athletes and the requirements that you must adhere to as a student-athlete. Also, you affirm that failure to adhere to this policy and guidelines may result in consequences that may include suspension or removal from your athletic team, and you may be subject to additional penalties imposed by the school.

Athlete Printed Name _____

Athlete Signature _____ Date _____

Parent Signature _____ Date _____

Train your Coaches

Know your objectives in using Social Media

SHINE

- **Support:** Use social media to support Dakota Ridge and our athletes. Show support for others' content as well. (spirit squads, band, etc) Use social media to spread positivity.
- **Highlight:** Use social media to highlight your individual and team accomplishments, along with anything else that you'd like to "brag" a bit about in your program. Let people know about it on social media. Community Service, EAGLES SUPPORTING EAGLES, etc.
- **Inspire:** Use social media to inspire others who pay attention to your program. Authentically empowering others is one of the most impactful things you can do for yourself and team. Share quotes or clips you might find inspiring and uplifting.
- **Network:** Use social media for networking and connecting with others by using positive interactions with other like minded individuals. Programs, CHSAA, Coaches
- **Educate:** Use social media to educate your audience on the important factors of your team and athletes.

Staff Guidelines

Dakota Ridge High School Athletic Department Social Media Expectations

Objectives for coaches, athletes, and boosters in using social media:

- **Support**-- Coaches, teams, and boosters should use social media to support Dakota Ridge Athletics and our athletes. It is highly encouraged to show support for other Dakota Ridge teams as well. (spirit squads, marching band, etc.) **Use social media to spread positivity!**
- **Highlight**-- Use social media to highlight your individual and team accomplishments along with anything else that you would like to "brag" about in your program.
- **Inspire**-- Use social media to inspire others who pay attention to your Dakota Ridge program. Empowering others is one of the most impactful things you can do for yourself and your team. Share quotes or clips you find inspiring and uplifting.
- **Network**--use social media for networking and connecting with others by using positive interactions with other like minded individuals.
- **Educate**-- use social media to educate your audience on the important factors of your team, program and athletes.

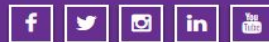
Guidelines for Engagement--

- **Coaches who wish to engage with their team electronically should maintain separate professional and personal accounts.** This includes separate email addresses and different social media handles (Twitter, Facebook, etc.). Keep clear personal life vs. coaching life boundaries.
- **Coaches should avoid one-on-one communication with an athlete via email, post, text, or other electronic communication--** It is highly encouraged to include entire team in communications and use protective media communication tools such as Group Me, Huddle, and others.
- **Dakota Ridge Coaches Facebook presence should not be portrayed as an individual account or as a group associated with an individual account, but rather as an interest page.** Facebook offers "School Sports Team" feature that allows communication with parents, students, and others without having to friend individually.
- **Closely Monitor within your team social media presence--** Immediately remove any posts by athletes or parents that violate school, district, team, league or governing body's principles for appropriate behavior. Promptly inform the athlete or parents of the offending post, about why the post was inappropriate, and make sure to notify Athletic Director or Administration on all communication. If it is not positive, do not post it.
- **Update your privacy settings for your personal social media sites--** Double check your privacy options to protect your content posted and being public. DO NOT "Friend" current students on personal social media. Always think before hitting "send".
- **Be Aware of District Expectations of posting photographs--** some athletes have signed that their information can not be posted.
- **Check Jeffco District policies on Social Media expectations--**please decline personal friend requests from current students per District Policy.

- Be professional on the internet including all Social Media Networks.
- Don't post anything inappropriate that might embarrass yourself, the school, or your team! (SCRUB YOUR ACCT!)
- Avoid interacting with, initiating contact with, or friending current students or athletes on your personal profile.
- Keep all school-related conversation focused on school, team, teaching and learning.
- Remember-everything you post might be copied and distributed!



✉ andrea@socialschool4edu.com ☎ 715.205.0429



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'Hostile' social media intensifies sting of parents' beefs about high school coaches

By David La Vaque Star Tribune | MAY 1



Nuggets' Michael Porter Jr. on social media: "People act like you're not human"

Mike Singer

PUBLISHED: July 13, 2019 at 2:00 pm | UPDATED:
Denver Nuggets, Latest News, Sports



Jeff Chrisman

1 Comment

Share



Jeff Chrisman yep Dakota Ridge High School Athletics didn't know what they lost so f them!

10



Guide to Responding Online

Seeing negative or false comments about our schools can be frustrating, but responding with another comment isn't always the answer. Follow this guide to decide what to do next to best represent your school. Feel free to contact #SocialSchool4EDU for support: 715-205-0429 / andrea@socialschool4edu.com

DISCOVER

YES You have discovered a post about your district or schools. Is it positive or balanced?

NO

EVALUATE

CONCURRENCE
You can let the post stand, or you can positively respond in support.
Do you want to respond?

NO

LET IT STAND
Leave the post alone without a response.

YES

SHARE A POSITIVE RESPONSE
Do you wish to engage in the post to share your point of view? See considerations below.

Is the site credible with many viewers?

YES

Is this a site known for bashing or degrading others?

NO

Is the posting a rant, rage, joke, or satirical in nature?

NO

Does the post contain misinformation or blatant lies?

NO

Is the post the result of a negative experience?

NO

Write a response for current circumstances only, using the considerations below.

MONITOR ONLY
Avoid responding to specific posts, but monitor the site for relevant information and comments. Notify your supervisor.

FIX THE FACTS
Do you wish to respond with factual information directly on the comment thread?

NO

Talk to your supervisor about possibly contacting the person who made the post. After a personal conversation, consider posting a clarification.

YES

Follow considerations below before writing a response. Contact your supervisor for support.

BEFORE YOU RESPOND...

If you see a post about a district- or school-level issue that could create mass concern — or if you have questions about any online comment situation — contact your supervisor or the communications director FIRST. And in all cases...

- Be transparent by stating your connection to the school.
- Cite your sources by using hyperlinks, video, images, or other references.
- Take your time to think through your response. Don't rush.
- Respond in a tone that reflects the professionalism, empathy, and mission of your school.
- Give thought to the most effective type of response. Don't debate an issue or get into a negative conversation online.

If appropriate, contact the commenter privately for a resolution and follow up online with an update or apology.

SocialSchool4EDU.com | andrea@SocialSchool4EDU.com | 715.205.0429

09

Nov 16



0



SOCIAL MEDIA FOR ATHLETES

Rules of Engagement

SocialSchool4EDU.com

SOCIAL MEDIA FOR ATHLETES | RULES OF ENGAGEMENT



Remember, you are now part of a **team**. The behavior you show both on and off social media directly represent:

1. **You**
2. Your **family**
3. Your **team**
4. Your **school**
5. Your **community**



DO

YES

- ✓ Praise teammates and team efforts
- ✓ Realize you are a role model to younger students
- ✓ Thank fans for their support
- ✓ Know that if you retweet or share something, you own it!

- ✗ Swear or misspell words
- ✗ Bash opposing teams or players
- ✗ Harass others or mention race, religion, sexual orientation or physical conditions

DON'T

**Some are turning away from
social media because of the
negativity. Instead use it to
spread positivity. Change the
perspective and conversation.
Don't let the world change you.
You change the world!**

JONGORDON.COM

@JONGORDON11

Matt A. Heckel, CMAA

Dakota Ridge High School
Littleton, CO

Matt.Heckel@jeffco.k12.co.us
303-562-8638



@dakotaridgeathletics



@DRHS_Athletics



@dakotaridgeathletics