The Lawrenceville School Club Social Media Policy

Why the Lawrenceville School needs a policy:

The Lawrenceville School has guidelines on how to properly use social media platforms in order to ensure laws are being followed and that the School is being accurately and consistently represented. Lawrenceville community members should be aware of their responsibilities when using social to communicate regarding the mission and work of The Lawrenceville School. The guidelines set forth apply to all Lawrenceville School club community members participating on any and all social media platforms.

Creating a Lawrenceville School club social media page:

The Lawrenceville School’s Communications Department must be notified before establishing a new social media presence.


Once approved by the Communications Department, the faculty advisor for the club is required to have the login information for the email address associated with the social media account and the login information for the social media account itself.

Upon creation of the social media page, the social media manager must email the page link to both socialmedia@lawrenceville.org and the email address associated with their faculty advisor.

Official clubs can be featured on the School’s social media directory. Provisional clubs may not be featured on the School’s social media directory, but may request to be featured upon receiving official club status.

Unofficial page status:

All approved Lawrenceville School club social media channels are given the status of an unofficial page.

Unofficial pages may not use The Lawrenceville School in their name and may not use any School branding or logo unless given prior approval. All unofficial pages must have a disclaimer in their bio that includes the following text.

“This is NOT an official Lawrenceville School account. This is a student run club. The views and opinions of (Club Name) do not necessarily state or reflect those of The Lawrenceville School and its community as a whole.”

Unofficial pages may not post content that contains information or visualizations of other community members, including but not limited to students, faculty, staff, or alumni, unless given permission by the individual(s).

Any information that is proprietary to the School may not be shared.

Succession:

When the social media manager leaves the School or is no longer interested in running the account, and hands the account over to another manager, both socialmedia@lawrenceville.org and the faculty advisor must be notified.

If any login information needs to be changed or is changed, the faculty advisor must be immediately notified and given the new login information.

If you have questions about The Lawrenceville School’s above social media guidelines, please contact the community members below.

Social Media Strategy - Dennis Shapov (dshapov@lawrenceville.org)
Club Coordinator – Cara Hyson (chyson@lawrenceville.org)
Director of Communications and Public Affairs – Jennifer Szwalek (jszvalek@lawrenceville.org)