



**EVERGREEN  
COUGARS**

**EVERGREEN HIGH SCHOOL ATHLETICS  
SOCIAL MEDIA GUIDELINES**

**&**

**WAIVER**

Dear Evergreen Athletics Families, Coaches, and Supporters,

As we continue to grow and showcase the incredible talent and character of our student-athletes, our presence on social media has become a vital part of the Evergreen Cougars experience.

These platforms allow us to celebrate our teams, connect with our community, and highlight the values we instill in every Cougar who wears our colors.

With this in mind, I'm proud to share the Evergreen Athletics Social Media Policy & Media Release Waiver. These guidelines were created to ensure our teams maintain a safe, respectful, and unified presence online—one that reflects the excellence of our programs both on and off the field. They also protect the privacy of our student-athletes and ensure that all social media activity aligns with district policy and best practices.

Please take the time to read this document in full. Whether you are a coach, parent volunteer, or booster member managing an account, your understanding and cooperation are key to keeping our community strong and our students safe.

Thank you for your continued support of Evergreen Athletics. Go Cougars!

Warm regards,



Maddy Hornecker  
Athletic Director



## Social Media Policy & Media Release Waiver

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### INTRODUCTION

Social media is a powerful way to engage with our school community and promote the hard work and achievements of our student-athletes. However, with that power comes responsibility. These guidelines are intended to ensure that social media use within our athletic programs is safe, respectful, legal, and aligned with the values of Evergreen High School.

This policy provides expectations for content management, privacy, account access, branding, and security, as well as a waiver for the use of student-athlete images and likeness in athletic-related posts.

### I. ACCOUNT MANAGEMENT AND ACCESS

#### Authorized Users

- Coaches employed by the district
- Booster Club Officers (approved by Athletic Director)
- School administrators
- Parents (approved by Athletic Director)

#### Prohibited Users

- Students may not create, run, or access any official team social media account. This includes team managers and senior captains.
- Personal student-athlete accounts may not be used to post on behalf of the team

#### Account Registration

All team-affiliated social media accounts must:

- Be registered with the athletic department
- Use an email alias approved by the school (e.g.ehsfootball@gmail.com)
- Include the school/team name in the handle or bio
- Have login credentials securely stored with the Evergreen High School Athletics Office



## II. CONTENT GUIDELINES

### General Posting standards

#### Posts Must:

- Highlight sportsmanship, teamwork, and achievement
- Be free of profanity, innuendo, or divisive language
- Not include references to injuries, academic standing, or discipline matters
- Not disclose personal contact information without written consent from the athletes family for recruiting purposes

#### Do Not Post:

- Live game streaming without approval (due to licensing)
- Photos of students from opposing teams without their school's consent
- Any communication that encourages negative rivalries or taunting
- Negative commentary on Jefferson County Staff, Officials, or athletes

## III. SECURITY & ETHICS

- Two adults must have access to each social media account at all times
- Passwords must be changed yearly upon any change in account management
- DMs (Direct Messages) on official team accounts must be monitored weekly
- Comments should be monitored regularly to prevent harassment, bullying, and/or spam



**Reminder:** Even deleted posts can be screenshotted. Think carefully before posting – if it wouldn't go in a yearbook or news article, it should not be on social media



#### **IV. BRANDING & REPRESENTATION**

- Use only approved school logos, fonts, and colors in posts or graphics
- Team logos must be approved by the Athletic Director for use
- Avoid memes, parody posts, or inside jokes which may confuse or alienate the public
- Always represent Evergreen High School in a professional and inclusive manner

#### **V. ENFORCEMENT**

Violations of this policy may result in the following:

- Temporary or permanent removal of posting privileges
- Team-wide account suspension
- Reporting to school administration
- Disciplinary action in accordance with the Evergreen High School Athletic Handbook



## Social Media Policy – Quick FAQ

### Who can run team social media accounts?

Only coaches, approved booster club reps, school administrators, and approved parents may manage team accounts. Students are strictly prohibited from running and accessing official accounts.

### What kind of content can we post?

- Positive highlights, team spirit, player achievements, team announcements, and school events
- X No injuries, grades, disciplinary info, or negative/taunting posts

### Can we post game photos of students?

Only if a Media Waiver has been signed by a parent/guardian. The waiver is required each year.

### How do I get approval to run an account?

Submit a request to the Athletic Director including your name, the sport team or activity, and the platform.

### What about security?

- Two adults must have access at all times
- Passwords must be updated yearly
- DMs should be monitored
- Keep it professional – we represent the school



In order to feature student-athletes on team social media accounts, a signed media release must be on file with the athletic department.

**Media Consent Options:**

- I DO give permission for my child's image, video, and athletic achievements to be used in team social media posts.
- I DO NOT give permission for my child's image or information to appear on social media.

This waiver applies to all forms of media, including but not limited to:

- Game day photos/videos
- Team celebrations
- Athlete of the Week/Month spotlights
- Recruitment showcases (if applicable)
- Community service projects

Student Name: \_\_\_\_\_

Sport(s): \_\_\_\_\_

Grade: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student Signature (if over age 13): \_\_\_\_\_