

Social Media Platform Policy

Policy Number	C-002
Category	Communications
Sponsor	Communications Ambassadors
Date of Approval (or Revision)	4/22/2023
Effective Date	5/8/2023
Version	1.0
Review Frequency	Annually

PURPOSE

The purpose of this policy is to manage the social media platforms used by Cornerstone Family Schools to publicly address the community and privately engage with CFS members and alumni.

HISTORY

Cornerstone Family Schools started a public group page on the social media platform of Facebook. They did so with the desire that homeschoolers would be encouraged and exposed to the community of CFS. After getting the initial public page off the ground, leaders realized that our youth would be better served by having a private page for sharing photos and details that are best kept out of the public eye. Trish Stuart was instrumental in planning and implementing this private page, with the help of Maureen Mulder. This was done in 2020 to separate the two entities with a desire to protect our youth.

PROCEDURE

- I. Public Facebook Page, “Cornerstone Family Schools”
 - A. The Cornerstone Family Schools Facebook page is an opportunity for the public to find our organization. Its goal is to present a positive image to the public of homeschooling in general and to make families living in the Topeka area aware of the opportunity to be in community with other like-minded families on the journey of homeschooling.
 - B. This page can be used to publicize public events for Cornerstone Family Schools.
 - C. This page will be managed by a volunteer lead administrator, the CFS Communications Ambassador, and one other board member or volunteer.
Volunteer administrators will:
 1. Give access to those streaming live public CFS events.
 2. Post to promote public CFS events as needed.
 3. Answer inquiries in private messages to the Cornerstone Family Schools Facebook page.
 4. Weed through those who have ‘liked’ this page to remove questionable accounts, with the goal of protecting CFS youth.
- II. Private Facebook Page, “CFS Private Page”

- A. The CFS Private Page is a private Facebook page with the goal of privately engaging the CFS membership and alumni. This engagement includes, but is not limited to, sharing photos of private CFS events, sharing class pictures taken during CFS testing, sharing prayer requests, sharing opportunities for classes that are offered in the area for homeschooled students, and sharing city-wide youth opportunities (like Doxazo and Enosh).
 - B. This page will be managed by a volunteer lead administrator, the CFS Communications Ambassador, and one other board member or volunteer. Volunteer administrators will:
 - 1. Answer inquiries in private messages to the CFS Private Page.
 - 2. Approve posts from CFS members for the page.
 - 3. Approve membership requests based on the answers to the questions required on the CFS Private Page and knowledge of the family’s membership in CFS.
- III. Individual Activity and Event Social Media Platforms
- A. Individual activities and events within CFS are encouraged to create their own social media platforms when necessary and desired. Activities could include athletic teams, BAFA events, etc. These social media platforms will be better suited to share the videos and photos with the families’ desired audience than an organization-wide platform.
 - B. These pages will be managed by a volunteer from the specific activity with the knowledge of the participants in the said activity.
- IV. Media Release Disclaimer
- A. As a member of Cornerstone Family Schools, which holds public events and activities, the following disclaimer as shared on our member website:

“As a participant in Cornerstone Family Schools, I hereby grant Cornerstone Family Schools of Topeka, KS permission to use, distribute and/or publish my likeness in a photograph, video and/or audio reproduction without payment or any other consideration. These photographs/video clips or other media can be published and/or distributed to the media including but not limited to newspapers, magazines, television stations, website, Vimeo, YouTube, or other online networks, and published, distributed, used, or reproduced in any other manner the organization deems advisable.”

VERSION HISTORY

Version	Description	Date
1.0	Initial approval - Fincham	April 21, 2023