

Social Media Guidelines 2020-2021

Mission

The Scripps Ranch High School Foundation is dedicated to supporting and enhancing the educational standards and environment at Scripps Ranch High School through fundraising and volunteer work. The Scripps Ranch High School Foundation is a 501(c) 3 nonprofit charitable organization.

Social Media Accounts

The Scripps Ranch High School Foundation maintains three social media channels and one website.

- Website: www.SRHSFoundation.org
- Facebook: Scripps Ranch High School Foundation and @SRHSFoundation
- Instagram: SRHS Foundation and @srhs_foundation
- Twitter: SRHSFoundation and @srhsfoundation

Purpose of Social Media

The purpose of our social media platforms is to:

- Increase communication among families, teachers, staff and our community
- Bring awareness to events related to Foundation-supported work and fundraising
- Share positive stories about accomplishments of our students, faculty and staff
- Recognize projects and needs in our school community
- Encourage fundraising and acknowledge our donors

What kind of outside posts do we accept?

- We accept posts from programs that we support with funding or events that promote or are aligned with our mission
- We may accept posts that relate to our school community

What kind of posts are not accepted?

- We do not accept requests to post that are not related to the mission of our Foundation or our school community
- We do not accept requests to post for recommendations or advertisements for professional or commercial services

Important Notes

- Exceptions to these guidelines may be made at the discretion of the Scripps Ranch High School Foundation president or board.
- In order to provide a unified voice, Scripps Ranch High School Board members should generally only post Foundation information via official channels unless otherwise directed.
- **All posted Foundation information should include a link to the Foundation website www.SRHSFoundation.org which lists a complete summary of all Foundation activities including our mission, fundraising, ways to contribute, major events including Grad Nite and Taste of the Ranch, our College Series, list of donors, meeting minutes and forms.**

Board Member Signature

Date