



SOCIAL MEDIA HANDBOOK

Clubs, Teams & Departments

2026–2027 Academic Year

Purpose

This handbook establishes expectations and procedures for the management of social media accounts affiliated with Chaminade-Madonna College Preparatory (CMCP), as well as guidelines for submitting content to the school's official channels.

Social media serves as an important communication tool that showcases student involvement, celebrates accomplishments, promotes events, and highlights the mission and values of our Marianist community.

All social media accounts associated with CMCP are considered representations of the school and must uphold the standards, mission, and reputation of Chaminade-Madonna College Preparatory.

Social Media Account Authorization

Account Creation

No club, organization, team, or student group may create a social media account representing CMCP without prior approval from:

- Social Media & Marketing Coordinator
- Club Moderator

All approved accounts must:

- Utilize a CMCP-approved email address
- Include the club moderator as an account administrator
- Provide login credentials to the Social Media & Marketing Coordinator
- Clearly identify the club or organization as a CMCP-affiliated group
- Remain under the supervision of a CMCP employee at all times
- Never be linked to or connected through a personal Meta account center - school accounts must remain fully separate from any personal accounts

Naming Conventions

All usernames must include "CMLions" or "CMCP" and clearly display the name of the club/team/department. Accepted formats include:

- @cmlionsvolleyball
- @cmcp_rockensemble
- @cmlions_athletics

Any exceptions must receive approval from the Social Media & Marketing Coordinator.

Responsibilities of Club Moderators

The club moderator is the primary supervisor of the organization's social media presence and is ultimately responsible for all content posted on the account.

Provide Oversight

- Review content prior to publication
- Ensure accuracy of information and event details
- Monitor all account activity
- Verify that content reflects CMCP's mission and values

Maintain Security

- Secure account passwords
- Update passwords annually or when leadership changes occur
- Remove access for graduating students and former officers
- Ensure account credentials remain on file with the Social Media & Marketing Coordinator

Monitor Engagement

Moderators should regularly review posts, stories, reels, comments, and direct messages. Any inappropriate communication or concerning interactions should be reported immediately to school administration.

Student Leadership and Access

Student leaders may assist in the development and promotion of content; however, social media accounts remain under the supervision of the assigned moderator.

Students May:

- Draft posts and captions
- Capture photographs and videos
- Design graphics and promotional materials
- Suggest content ideas

Students May Not:

- Create independent club accounts
- Serve as the sole administrator of an account
- Change passwords without moderator approval
- Post content that has not been reviewed by the moderator

Content Standards & Tone

What to Post

Social media accounts should focus on:

- Club meetings and activities
- Student achievements and academic accomplishments
- Service projects and campus ministry events
- School spirit initiatives and community engagement
- Marianist values and traditions
- Upcoming events and opportunities

Expected Tone

All content should be positive, respectful, inclusive, and professional, and consistent with Catholic and Marianist values. Social media should be used to inform and celebrate — not to engage in controversy.

Student Name Format

When referencing students in any post, caption, or description, names must be written using the student's first official name, last name initial, and graduation year.

Example: "Sarah J. '28." Full last names should never be used publicly.

Photography and Video Guidelines

Before posting any photo or video, moderators should ensure:

- Students are appropriately dressed
- Images positively represent the school community
- No inappropriate gestures, language, or behavior are visible
- Content complies with school media release policies

Photo Quality Tips

Whether submitting content for official CMCP channels or posting directly, keep these standards in mind:

- Use clear, well-lit photos — no screenshots
- Avoid blurry, dark, or overly edited images
- iPhone photos are encouraged, as long as they are clear and high quality
- Vertical photos are preferred for social media
- Capture a variety of angles and faces when possible

Prohibited Content

The following should never be posted:

- Student disciplinary matters
- Academic records or grades
- Medical or health information
- Confidential school information
- Private conversations or correspondence
- Content that may embarrass or demean students, faculty, or families

Posting Expectations

Active social media accounts should consistently highlight club activities throughout the school year. At minimum, accounts should:

- Post at least twice per month during the academic year
- Promote major events and activities
- Recognize student accomplishments and participation

Moderators should encourage regular updates while maintaining quality and professionalism.

Communication and Engagement

Moderators and student leaders should never:

- Engage in online arguments
- Respond negatively to criticism
- Participate in political debates on behalf of the organization
- Discuss confidential school matters online

Questions or concerns from followers should be referred to the Director of Enrollment.

Crisis Communication Procedures

In situations involving student incidents, safety concerns, school emergencies, negative publicity, or legal matters, moderators must:

- Refrain from posting any information
- Avoid responding to comments or inquiries
- Notify administration immediately
- Follow all communication directives issued by school leadership

Only authorized school personnel may communicate on behalf of CMCP during a crisis situation.

Submitting Content to Official CMCP Channels

The Marketing Department covers major events and campus activities. However, faculty, staff, coaches, and moderators are encouraged to share content that may not otherwise be captured. Submissions are always welcome — though not required.

How to Submit

Photos, videos, and event information should be submitted through our Content Submission Form, which can be found through the following link:

cmlions.org/cmcp

Each submission should include:

- Event or activity name
- Date and location
- Students, clubs, or groups involved (official student names are required)
- Key details and accomplishments
- Photos, videos, or supporting materials

Example of a Great Submission

- Event: Varsity Girls Basketball vs. North Academy
- Key details: Lions won 52–48! Sarah J. '28 scored the game-winning buzzer-beater in the final three seconds.
- Who is pictured: Sarah Jenkins '28 and Coach Jones

Timing

Please submit content as soon as possible after an event — ideally within 24 hours or by the following business day.

Review & Use of Submitted Content

Submission does not guarantee posting or specific timing. All content is reviewed to ensure it aligns with CMCP branding, communication goals, and the overall content calendar. Content may be edited for clarity, style, and formatting.

All submitted content may be used across CMCP's marketing platforms, including social media, the school website, and promotional materials. All student names will be cross-referenced against the school's master media release list prior to publication.

Branding and Marketing Standards

All club and team accounts should support and strengthen the CMCP brand. Moderators are expected to:

- Use approved school logos and branding materials
- Tag official CMCP accounts when appropriate
- Promote school-wide initiatives and events

Flyer Approval Process

All promotional flyers must be approved by the Social Media & Marketing Coordinator before being posted on any platform and shared publicly. To request approval, email the flyer to socialmedia@cmlions.org with the event name and date in the subject line.

Every flyer must include:

- An official, unaltered CMCP logo
- Accurate event details - name, date, time, and location

Account Oversight

All accounts are subject to review at any time by the Social Media & Marketing Coordinator to ensure ongoing compliance with school standards and branding expectations.

Failure to comply with our social media policies may result in temporary suspension of posting privileges.