



**GIBBS  
HIGH SCHOOL  
CHEERLEADING  
SOCIAL MEDIA  
CONTRACT**

**GIBBS HIGH SCHOOL CHEER & MASCOT  
SOCIAL MEDIA CONTRACT**

**A. GIBBS HIGH SCHOOL SOCIAL MEDIA POLICY**

Gibbs High School and the Gibbs High School Athletics Department object to postings on social media sites which are offensive or are in violation of state or federal law, institutional policies, or TSSAA rules.

The GHS Cheerleading program recognizes and supports student athletes' right to freedom of speech, expression, and association, including use of social networks. However, in this context, each student-athlete should remember that he/she is a representative of Gibbs High School and participation in social media forums are subject to intense scrutiny. The conduct of student-athletes on social media platforms reflect upon the reputation of the athletics department and the institution as a whole. Therefore, the athletics department and its coaches have an interest in ensuring that student-athletes' conduct on social media is appropriate and permissible.

**Any posting on a social media site which is offensive, in violation of state or federal law, in violation of institutional policies, or in violation of TSSAA rules is prohibited and may be subject to disciplinary action as outlined below.**

1. All cheerleaders are required to notify the cheer coach(es) of any social media accounts they maintain. This information must be provided when trying out for the team at the beginning of each year and must be updated if accounts are added or changed over the course of the year. Accounts include but are not limited to Snapchat, Instagram, VSCO, Tik Tok, Facebook, Twitter/X, etc.
2. All cheerleaders are provided Social Media Guidelines which outline appropriate uses of social media and those uses which may violate the Social Media Policy.
3. All cheerleaders are required to connect (friend/follow/add) the accounts for the Gibbs High School cheerleading program on all available social media outlets. This account will be released to team members after tryouts.
4. In the event that a cheerleader's social media account is found to be in violation of the policy either through (a) a review of the cheerleader's social media page by an athletics department staff member or (b) a posting which is otherwise brought to the attention of the coach or sponsor (e.g., another team member, community member), the

coaches/administration reserve the right to impose further discipline which may include one or more of the following:

- a. Demerits
- b. A conference with the coach, sponsor, and/or administrator to discuss the infraction
- c. A suspension from games. These would be considered unexcused absences from games, and demerits would be assigned appropriately.
- d. A suspension from all team activities. These would count as unexcused absences, and demerits would be assigned appropriately.
- e. Dismissal from the Gibbs High School Cheerleading Team

The severity of the discipline will be based on the seriousness of the infraction and whether there have been previous offenses by the student-athlete.

## **B. GIBBS HIGH SCHOOL SOCIAL MEDIA GUIDELINES**

Being a cheerleader for Gibbs High School is an honor and a privilege provided to a select group of individuals. With the privilege of being a GHS cheerleader or mascot comes a set of expectations and responsibilities. You are held to a higher standard and are recognized because you choose to represent this school and sport. Given the opportunities and responsibilities associated with a GHS cheer position, cheerleaders & mascots are expected to portray him/herself, his/her team, his/her school, and his/her district in a positive manner at all times.

Through social media, you are regularly monitored by more individuals than ever before. Such parties may include (but are not limited to) other students, schools, community members, future post-secondary institutions and organizations, and employers, etc. Everything you do in these forums should positively represent Gibbs High School. Used responsibly, social media can be a great way to interact with others, promote this team, and the school. Used irresponsibly, it can be a quick way to destroy your reputation, those of your teammates, and your team as a whole. It is important to exercise care and thoughtfulness while using social media and to understand that what may seem private in the digital world can often become public, even without one's knowledge or consent.

This contract will be used to ensure a positive representation of the GHS cheerleading program, Gibbs High School, and Knox County Schools. This resource provides expectations for using social media responsibly and effectively.

DO set your security settings so that you can accept friends/followers, and only those you approve can view your account.

DO understand that who you have listed as friends/followers is a reflection on you.

DO think before you post: Will this positively reinforce who I am as a person?

DO remember that even private messages are under scrutiny if someone reports it.

DO be familiar with the team's social media policy and the consequences for violating it.

DO ask questions if you are not sure what you are doing is ok.

DO NOT accept friend requests if you do not know the person requesting access.

DO NOT put anything on social media that you would not want family, future employers, those on the Corryton Connection Facebook page, news/media outlets, or the whole world to see.

DO NOT post when you are emotional (e.g., after a negative experience, loss of a game, a bad practice, or break-up with your significant other, etc.) You are more likely to say or post something you will regret.

DO NOT bully anyone, ever, including subtweeting or making vague/cryptic posts and captions.

DO NOT post offensive language, personal attacks, or culturally insensitive comments.

DO NOT use racial slurs, derogatory words or names, anything vulgar or hurtful *at all* in your posts. This includes songs or song lyrics used in the background of a post or one you may be lip syncing. Violence, sexual innuendos, or attacks on groups of people regarding their race, gender, sexual preference, or even different careers in song lyrics should never be used in anything you post. If you do not know what something means, DO NOT post it.

DO NOT post derogatory language or remarks that may harm teammates, coaches of any sport, teachers, administration, other student-athletes, or school representatives of Knox County or any other schools.

DO NOT post incriminating photos, videos, or statements depicting:

- Sexualized material
- Full or partial nudity
- Inappropriate or provocative gestures
- Profane or vulgar language
- Violence
- Hazing
- Sexual harassment
- Vandalism
- Underage drinking
- Selling/possessing/using/being in the presence of controlled substances
- Or any other inappropriate behavior

**DO NOT involve yourself with alcohol or any other controlled substance. IT IS AGAINST THE LAW.** Posting pictures, retweeting or liking/commenting on post/pictures/videos with this kind of behavior indicates your approval. As a representative of this team, you are not to be involved with such substances nor encourage/promote them in any capacity.

Social media outlets will be used as a communication device. They will also be used to encourage involvement with family, friends, fans, colleges, and recruiting outlets. You are encouraged to repost, like, or share things from the GHS Cheer social media platforms to promote this team.

If you are asked to remove a post from any website, you must do so immediately. This is for the protection of your reputation and that of the GHS cheerleading program. By signing this social media contract, you are stating that you will follow the rules indicated above and you understand that disciplinary actions and/or dismissal from the team may result if you fail to comply with these rules.

**By signing below, you acknowledge that you have read and understand the Gibbs High School Cheerleader Social Media Policy and have received a copy of the Social Media Guidelines.**

**You acknowledge that your social media activities reflect upon your reputation, the reputation of the Gibbs High School Cheerleaders, the reputation of Gibbs High School and the Athletics Department, and the reputation of the entire Gibbs Community.**

**By signing, you are entering a contract to abide by the social media policy and the social media guidelines and will do your best to uphold them in every online presence you have.**

**Parents, by signing you acknowledge that you have read and agree with everything in the policy and guidelines and will do your best to stay involved with your cheerleader's social media and online presence.**

**Please list your usernames for the following:**

**Snapchat:** \_\_\_\_\_

**Instagram:** \_\_\_\_\_

**TikTok:** \_\_\_\_\_

**VSCO:** \_\_\_\_\_

**Facebook:** \_\_\_\_\_

**Twitter/X:** \_\_\_\_\_

**Other:** \_\_\_\_\_

**Student-Athlete Name (Please Print)** \_\_\_\_\_

**Student-Athlete Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Parent/Guardian Name (Please Print)** \_\_\_\_\_

**Parent/Guardian Signature** \_\_\_\_\_ **Date** \_\_\_\_\_