

SOCIAL MEDIA **Guidelines & Policies**

2024–2025



**LEXINGTON CHRISTIAN
ACADEMY**

WWW.LEXINGTONCHRISTIAN.ORG

#WeAreLCA

WHAT IS **SOCIAL MEDIA**?

Social media is media for social interaction, using highly accessible and scalable communication techniques. Social media allows us to preserve moments, engage in conversation and express our enthusiasm for LCA and its community of people and programs.

Examples include: Facebook, Instagram, X (Twitter), LinkedIn, Pinterest, Reddit, Tumblr, Google Plus, Podcasts, Text Messaging, Email Blasts, YouTube, and Blogs.

Why do we engage in social media?

Lexington Christian Academy uses social media to engage and connect with our current and prospective students and families, fans, alumni, the LCA community, and the wider Central Kentucky Region. Social media provides powerful communication opportunities, including sharing the Gospel. It also serves as a way to protect our brand.

LCA (Main)



@lca_ky_eagles



facebook.com/LexingtonChristianAcademy



@LCAKYEagles



Lexington-Christian-Academy

LCA Athletics



@lcaathletics



facebook.com/LCASports



@LCAathletics

LCA Alumni



@lca_ky_alumni



facebook.com/AlumniLCA

SOCIAL MEDIA CONTACTS

Kirby Willoughby | LCA Athletics Director
kwilloughby@lexingtonchristian.org

Lisa Collins | Digital Marketing & Communications Manager
lcollins@lexingtonchristian.org

LCA COMMUNICATIONS & MARKETING

SOCIAL MEDIA POLICIES

CREATING ACCOUNTS

If you want to start a new “official LCA” sport account, you must first consult with LCA Athletics. If creating a new “official LCA” club or event account, you must consult with LCA Communications & Marketing.

- Kirby Willoughby | LCA Athletics Director | kwilloughby@lexingtonchristian.org
- Lisa Collins | Digital Marketing & Communications Manager | lcollins@lexingtonchristian.org

Communications & Marketing is available to provide support and resources for creating and maintaining social media accounts, and can make recommendations that meet the school’s branding and social media best practices. *Please note the info below pertains to **new** and **existing** social media accounts for LCA sports teams, clubs, etc.*

- **Account Name** – When setting up a new account, it is advised that your user name start with “LCA” or “LexChristian” so that others who are searching for Lexington Christian Academy can easily find your account.
- **Account Owner** – An LCA head coach, assistant coach, full-time teacher, or full-time staff member must be the owner of the account. Other staff/coaches/students can be made administrators on an account and may post content, but the account must ultimately be “owned” by a head coach, assistant coach, or full-time teacher or full-time staff member.
- **Account Accessibility** – The LCA Athletics Department and LCA Communications & Marketing must have the login and passwords of all team social media accounts. LCA Communications & Marketing must have the login and passwords of all non-athletics social media accounts. This will allow social media accounts to be transferred from year to year instead of new accounts being created.
 - Facebook requires page managers to log in through their personal Facebook account. LCA sports team Facebook accounts should have at least one head coach, assistant coach, LCA teacher or staff member as an administrator at all times. However, you may choose to have additional roles on your page such as editors and moderators. Please contact Communications & Marketing for assistance with creating user roles and understanding privacy settings.

LCA COMMUNICATIONS & MARKETING

SOCIAL MEDIA POLICIES

- **Deletion of Former Coaching Staff Official Accounts** – Due to some turnover on staffs, some sports may have multiple official accounts on social media channels. If that is the case, please work with LCA Athletics and/or LCA Communications & Marketing to see if we can have those removed to avoid confusion when using these platforms.
- **Logo for Official Accounts** – The use of an avatar or cover image for a social media account should include the appropriate LCA logo. Contact LCA Communications & Marketing if you need help creating a social media avatar.
- **Do not post anything that is confidential, sensitive, or private.**
- **Follow all applicable laws, KHSAA rules, school and Athletics Department guidelines.**
- **Do not comment on athletic injuries, rosters, playbooks, officiating, or any other team information that should be kept confidential.**
- **Follow all Social Media site rules.**
- **Respect copyright and fair use especially when it comes to use of copyrighted music on social media.**

LCA COMMUNICATIONS & MARKETING

SOCIAL MEDIA GUIDELINES

CONTENT

Good social media content is relevant and timely for your audience. Content representing LCA Athletics sports teams, clubs, organizations, and events should be engaging, friendly, and supportive of the school's brand.

Content can include:

- Game day graphics (should be posted as early as possible on game day)
- Score update graphics (should be posted no later than day after event)
- Player and coach profiles
- Events and activities (camps, club meetings, concerts, shows, etc.)
- Student and coaching achievements
- Unique stories about students, teachers, staff, and coaches (past and present)
- Photos and videos (make sure both are good quality)

HASHTAGS

- Use the hashtag #WeAreLCA for all posts (and include any other hashtags specific to your sport)
- When using a hashtag, use "Camel Case," which means capitalizing the first letter of each word in a hashtag. This makes the hashtag appear to have humps like a camel, hence the name Camel Case. This practice makes the hashtag easier to read and understand.

TAGGING USERS AND @MENTIONS (INSTAGRAM & TWITTER)

- Tagging other social media accounts including the LCA and LCA Athletics accounts in your posts and tweets keep our campus connected.
- Tagging @lca_ky_eagles, @lcaathletics and @lca_ky_alumni in your Instagram stories and posts allows us to add your post to the LCA, LCA Athletics, and LCA Alumni stories.

BIO LINK FOR INSTAGRAM

- Consider adding a Linktree link in your Instagram bio if you need to use more than one link. For more info and help with creating a Linktree account, contact Lisa Collins LCA Communications & Marketing at lcollins@lexingtonchristian.org.

LCA COMMUNICATIONS & MARKETING

SOCIAL MEDIA GUIDELINES

BEST PRACTICES

- **Think twice before posting**
 - If you wouldn't want your boss, parents, or future employer to see your post, don't post it.
- **Be accurate**
 - If you make a mistake, own up and correct it quickly.
- **Be respectful**
 - Be positive. Treat others the way you would like to be treated.
- **Be honest**
 - Be transparent – always tell the truth.
 - Remember many different audiences will see your posts including fans, alumni, kids, student-athletes, parents, staff, faculty, board members, and the Head of School.
- **Be professional and polite**
- **Share the love**
 - Link back to other schools and athletics postings (please use discretion when doing this).
- **Be authentic**
 - Don't sound like you're selling something. The expected tone within social media sites is conversational and personal.
- **Moderate your content**
 - Respond promptly to comments where a response is expected.
- **Remember that the Internet is permanent**
 - Even if you delete something, it's still out there somewhere. Anyone can take a screenshot and Google has a long memory!
- **Don't spam**
 - Repeated posts about things such as fundraisers or something you're selling can result in turning people off and leaving your audience.

LCA COMMUNICATIONS & MARKETING

SOCIAL MEDIA GUIDELINES

NOTE REGARDING PERSONAL SOCIAL MEDIA ACCOUNTS

- We believe deeply in free speech, but if you post anything regarding work from your personal social media account, be transparent and state that you are a coach and/or employee of LCA and be clear about your role.
- If you post an opinion about anything at LCA/LCA Athletics on your own accounts, please make it clear that your post represents your OWN view and does not represent the school.
- Understand and use the privacy settings on all social media platforms.
- Remember that it is your responsibility to follow KHSAA rules when posting content on an LCA Athletics social media platform or your personal website or social media account. You should assume anything you post on your personal account could be read by current students and parents, staff, opposing teams, alumni, future employees, or coaches. Be smart because you are always “on the clock” when it comes to rules and representing LCA. General athletics content may be posted to your site, but don’t forget that many areas have restrictions: video content, recruiting information, endorsements and more. Please ask the LCA Athletics Department or LCA Communications & Marketing if you are not sure.

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- Consider adding a link to your sports webpage on the LCA website or a Linktree link to your Instagram bio (For more info and help with creating a Linktree account, contact Lisa Collins at lcollins@lexingtonchristian.org).