



ECS SOCIAL MEDIA POLICY

In order to maintain consistency and oversight of the ECS name, logos, and any other specific branding, ECS Communications requests access to any social media account that includes “ECS.” At this time, multiple Facebook, Twitter, and Instagram accounts have been set up using the ECS name which were not approved or sanctioned by the school. Many of these accounts are not maintained at all, and others have been passed on to new managers. Due to these and other issues related to social media, we are implementing the following policies:

1. If you are now the owner of any social media account using “ECS” in your account name, please advise us of the account log in information so the account can be monitored and/or edited if the need arises. If your current account is providing duplicate information, you may be asked to delete it.
2. If you are an owner of any social media account using “ECS” in the account name and it is not being maintained, we ask that you delete the account. When users search for our name and see information that has not been updated for months or even years, it reflects badly on the school.
3. In the future, if you would like to set up a social media account using “ECS,” for a team, group, class, club, or any other entity, contact ECS Communications with your information and the purpose of your planned account. You will be notified as to whether your new account is approved based on whether it will duplicate current accounts or if it is to be used to provide information that could better be posted on accounts already in use.

Please know that we realize we cannot legally or physically bar anyone from creating ECS accounts, but we ask for your cooperation in this endeavor. Our ECS name represents our Lord, our mission, our values, our community, and our reputation. We desire to protect it whenever it is possible to do so. If you have any questions or concerns, please contact ECS Communications.