

Social Media Policy

Effective Date: March 15, 2026

Purpose

Wharton Arts values student creativity, leadership, and community-building, including on social media. This policy exists to **protect students, families, and the organization**, while allowing positive student expression. Clear guidelines help prevent confusion about what is official Wharton Arts communication and ensure appropriate use of the Wharton Arts name, reputation, and community.

This policy applies to **all students and families** participating in Wharton Arts programs, including the New Jersey Youth Symphony (NJYS), New Jersey Youth Chorus (NJYC), Wharton Performing Arts School (PAS), and the Paterson Music Project (PMP).

Scope

This policy applies to:

- Any social media account created by students, families, alumni, or staff that **references Wharton Arts or any Wharton Arts program**, ensemble, section, staff, or activities regardless of when or where content is created or posted
 - All social media platforms, including but not limited to Facebook, Instagram, TikTok, YouTube, Snapchat, X (Twitter), Discord, group chats, and similar platforms
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Official vs. Unofficial Accounts

Official Wharton Arts Accounts

Official Wharton Arts and any Wharton Arts program social media accounts:

- Are created, approved, and managed by Wharton Arts staff
- Use the Wharton Arts name, logo, branding, or other program identifiers
- Represent Wharton Arts publicly to families, partners, donors, and the community

Only Wharton Arts staff may create or manage official accounts.

Student-Run or Other (Unofficial) Accounts

Wharton Arts **is not responsible** for content posted on student-run or other accounts.

Student-run or other accounts are permitted **only if they follow the guidelines below** and are clearly identified as unofficial.

Naming & Handle Guidelines (Required)

To avoid confusion or misrepresentation, student-run or other accounts **may not**:

- Use “Wharton Arts,” “NJYS,” “NJYC,” program names, or official ensemble names as the primary handle (e.g., @njys_winds, @njyc_sopranos, @pmpstrings, and @whartonpas_camp)
- Use names that imply official status, endorsement, or authority

Student-run or other accounts **may** reference Wharton Arts or a specific program **secondarily** in the handle or username **only when clearly identified as student-run or other**.

Examples:

- ❌ @njys_high_strings
- ❌ @njyc_sopranos
- ❌ @whartonarts_pianocamp

- ✓ @njys_students_highstrings
- ✓ @highstrings_njys_students
- ✓ @whartonarts_students_music

Wharton Arts reserves the right to request handle changes if an account reasonably appears to imply official status, endorsement, or authority.

Required Bio Disclaimer (Mandatory)

All accounts referencing Wharton Arts, regardless of creator, must include the following disclaimer prominently in the bio:

“This account is independently run and is not officially affiliated with or endorsed by Wharton Arts.”

Accounts without a disclaimer may be asked to add one or remove references to Wharton Arts.

Content Guidelines

Student-run or other accounts **must**:

- Be respectful, inclusive, and appropriate for a youth performing arts community
- Follow Wharton Arts Codes of Conduct and Anti-Harassment policies

Student-run or other accounts **may not**:

- Post content that is discriminatory, defamatory, or harmful
- Share confidential, private, or non-public information
- Use the Wharton Arts or any Wharton Arts program logo, official branding, or marketing assets (current or previous)
- Post content that appears to be official announcements, policy statements, or organizational positions

- Tag Wharton Arts partners, sponsors, or media in a manner that suggests official representation of Wharton Arts
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Photo, Video & Privacy Guidelines

- Students must have permission from peers before posting identifiable photos or videos
- Content involving minors must comply with Wharton Arts photo/video consent policies
- Avoid posting rehearsal footage or backstage content that staff have requested remain private

AI-Generated, Edited & Synthetic Media

Student-run accounts **may not**:

- Create, post, or share AI-generated or manipulated images, audio, or video that depict Wharton Arts students, families, staff, or volunteers without the explicit consent of the individuals shown
- Create or share synthetic or edited media that falsely represents a person's actions, words, identity, or intent
- Use AI tools to impersonate Wharton Arts, its programs, staff, or leadership
- Present AI-generated or heavily edited content as authentic or factual when it is not

Student-run accounts **must**:

- Clearly label AI-generated or significantly altered content when it includes fictional, simulated, or creative representations related to Wharton Arts
 - Remove AI-generated or edited content upon request if it is misleading, harmful, or violates this policy
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Direct Messages & Interaction

- Student-run accounts should disable or closely monitor DMs when possible
 - Students should not engage in arguments, harassment, or sensitive conversations on behalf of Wharton Arts or any Wharton Arts program
 - Any concerning interactions should be reported to a parent or Wharton Arts staff member
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Compliance & Enforcement

Wharton Arts reserves the right to:

- Request edits, disclaimers, or handle changes
- Require removal of content that violates this policy
- Require an account to stop referencing Wharton Arts if issues persist

Failure to comply may result in disciplinary action under applicable Wharton Arts student conduct policies.

Student & Student Family Summary

Social Media & Wharton Arts: What You Need to Know

We love seeing students connect, create, and share their experiences online. To keep everyone safe and avoid confusion about what is official, Wharton Arts has a few simple rules for student-run social media accounts.

The Basics

- Students **may run their own social media accounts** related to their experience
- Accounts must be **clearly identified as student-run**
- Accounts may **not look like official Wharton Arts accounts**

Account Names

- Do **not** use "Wharton Arts," "NJYS," "NJYC," or official program names as the main handle
- Student-run wording must be clear (e.g., "students," "student life")

Bio Disclaimer (Required)

All student-run accounts that mention Wharton Arts must include:

"This account is independently run and is not officially affiliated with or endorsed by Wharton Arts."

What's OK to Post

- Student experiences and performances
- Rehearsal memories (with permission)
- Positive, respectful content

What's Not OK

- Using official logos or branding

- Posting official announcements
- Sharing private or confidential information
- Posting content without permission

If There's a Problem

If an account creates confusion or safety concerns, Wharton Arts may ask for updates or removal of content.

Questions? Contact your Program Director or the Wharton Arts Marketing team.

Thank you for helping keep our community positive, creative, and safe online.

Questions

Questions about this policy should be directed to:

aimee.roehler@whartonarts.org **Social Media & Digital Content Manager**

alice.hamlet@whartonarts.org **Director of Marketing**

Program Leadership

patricia.joyce@whartonarts.org **New Jersey Youth Chorus Founder & Director**

helen.cha-pyo@whartonarts.org **New Jersey Youth Symphony Music Director &**

Conductor

shanna.lin@whartonarts.org **Paterson Music Project Director**

debra.joyal@whartonarts.org **Performing Arts School Director**

Wharton Arts appreciates students' enthusiasm and creativity and looks forward to supporting positive, safe, and respectful community engagement online.

Alumni, Staff & Parent Social Media

Summary

Social Media & Wharton Arts: Guidance for Alumni, Staff, and Parents

Wharton Arts encourages alumni, staff, and families to celebrate their experiences, reconnect with peers, and share the impact of our programs online. These guidelines help ensure that independent social media activity is clear, respectful, and does not create confusion about what is officially affiliated with Wharton Arts.

The Basics

- You are welcome to create social media accounts that celebrate your experience or connect with others
- Accounts must be clearly **independent and unofficial**
- Accounts should not appear to represent Wharton Arts or speak on its behalf

Account Names & Handles

To avoid confusion:

- Do **not** use "Wharton Arts," "NJYS," "NJYC," or program names as the primary account handle
- Include wording that signals independence (e.g., "alumni," "parents," "community," or similar identifiers)

Examples:

- ❌ @njys_official_alumni
- ❌ @whartonarts_updates
- ✅ @njys_alumni_community
- ✅ @whartonarts_parents_network

Required Bio Disclaimer

Accounts referencing Wharton Arts should must include a disclaimer:

"This account is independently run and is not officially affiliated with or endorsed by Wharton Arts."

Appropriate Content

You are encouraged to share:

- Personal experiences and memories
- Alumni connections and community highlights
- Performances, achievements, and positive program impact

Please avoid:

- Posting official announcements or policy statements
- Fundraising or soliciting donations on behalf of Wharton Arts without approval
- Using official logos, branding, or marketing materials
- Sharing private or confidential information

Photos, Videos & Privacy

- Obtain permission before posting identifiable images of others
- Respect student privacy and youth protection standards
- Follow any posted event or rehearsal media guidelines

When Coordination Is Helpful

If you are creating an account intended to support alumni engagement, promotion, or community organizing, we encourage you to connect with Wharton Arts staff so we can collaborate and amplify your efforts appropriately.

Questions

Questions about this policy should be directed to:

aimee.roehler@whartonarts.org **Social Media & Digital Content Manager**

alice.hamlet@whartonarts.org **Director of Marketing**

Program Leadership

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Wharton Arts looks forward to supporting positive, safe, and respectful community engagement online.