Paul Mitchell The School St. Louis

SOCIAL MEDIA, SOCIAL NETWORKING & CONTENT CREATION POLICY

Paul Mitchell The School St. Louis respects the rights of students to use social media, participate in social networking, and create digital content during their personal time. For the purposes of this policy, social media, social networking, and digital content creation include all publicly accessible or shared online communication such as posts, messages, comments, videos, podcasts, live streams, and other digital publications. Platforms include, but are not limited to, Instagram, TikTok, Facebook, YouTube, X (formerly Twitter), Snapchat, Threads, and similar websites, applications, or online forums.

Students are personally responsible for the content they create, share, or interact with online. As representatives of Paul Mitchell The School St. Louis, all students are expected to communicate and conduct themselves in a manner consistent with the Paul Mitchell Schools culture of professionalism, kindness, and respect.

CONTENT CREATION & SOCIAL NETWORKING ON CAMPUS

While on school property or during school-sponsored events, students may not create, post, share, or engage in online content that includes:

- Images, videos, audio recordings, or online interactions involving other students, guests, or staff without their express consent.
- Classroom activities, client services, or school operations without prior approval from school leadership.
- Inappropriate, offensive, unprofessional, or misleading content—including language, gestures, posts, messages, or behavior—that misrepresents Paul Mitchell The School St. Louis or the Paul Mitchell brand.

Any content or social networking activity originating from school grounds or school events must reflect professional standards and align with the school’s mission and values.

DEFINITION OF EXPRESS CONSENT

For purposes of this policy, express consent means clear, voluntary, and unmistakable permission given directly by a person—either in writing, verbally, or through an explicit affirmative action. Express consent requires a person to clearly understand what they are agreeing to and communicate that agreement without pressure or assumption. Consent is not implied, not assumed from silence, and not granted simply by someone being present.

PROHIBITED CONDUCT

The following behaviors are not permitted on any social media or social networking platform:

- Ethnic slurs, personal insults, obscenity, intimidation, or harassment of any kind.
- Cyberbullying, gossip, harmful rumors, or the spread of false, misleading, or damaging information.
- Misrepresentation of the school, its programs, its staff, or its students.

ACCOUNTABILITY

Paul Mitchell The School St. Louis reserves the right to request the removal of any post, video, message, profile content, or digital material that violates this policy or misrepresents the school in any way. The school may take disciplinary action as deemed appropriate.

All photography, audio recording, video recording, livestreaming, and content creation within the School must also comply with the School's Unauthorized Recording Devices and Wearable Technology Policy.

By enrolling and participating in school activities, students agree to uphold these standards in all forms of digital communication, social networking, and content creation, both on and off campus.