

## Junior Achievement of Memphis and the Mid-South

**\*\*DISCLAIMER: Your electronic signature provided at the end of the JA Raptor Volunteer Application serves as your acknowledgment and adherence to the following required documents:**

- 1. Digital Media Policy**
  - 2. Junior Achievement of Memphis and the Mid-South Volunteer Conduct Standards**
  - 3. JA Volunteer Media Release and Consent**
  - 4. Acknowledgment of JA Volunteer Policies**
- 

## Junior Achievement of Memphis and the Mid-South

### DIGITAL MEDIA POLICY

In order to ensure the health, safety, and success of JA students, volunteers, and staff, this Digital Media Policy sets forth expectations and standards for digital interactions that JA volunteers and staff have with students and others.

#### ONLINE CONDUCT

JA volunteers and staff must communicate online appropriately, professionally, and respectfully, just as JA would expect them to communicate if they were present in person. Profanity, sexualized language, jokes, or images, communications about adult topics, drugs or alcohol, and conduct (including speech) that discriminates against students on the basis of race, gender, sexuality, religion, or other legally-protected classes are inappropriate, whether it be in written communications, streaming video, or otherwise over the Internet.

It is expected that volunteers' online interactions with students are strictly related to the role of business mentor. JA volunteers and staff must limit their online communication with students solely to JA-administered or JA-sanctioned platforms and groups in connection with a JA program. Online interactions with students on a private one-to-one basis shall be avoided. Volunteers and staff should not "friend," "follow," "add," "accept," or privately correspond with students online or through any other digital channel, including via text, e-mail, or any social media platforms, such as Facebook and Twitter. Any online misconduct or conduct that falls below the standards expected by JA can result in immediate and permanent dismissal as a JA volunteer.

#### SOCIAL MEDIA CONDUCT

All online actions, including on personal social media accounts, should be presumed public. Followers may record or take screenshots, making even private communications and accounts—and even deleted posts—susceptible to being shared publicly.

The only social media interaction with students should occur through a JA-administered social media platform or group as part of a JA program and in accordance with the JA Student Media Release and Parental / Guardian Consent. JA volunteers should not communicate with any students through any platform or group not administered by JA. Admins, editors, managers, and account holders of JA social media accounts must keep all personal social media separate from the JA social media profiles they manage.

## FACTUAL CONTENT

Information can spread quickly online and can easily be misinterpreted or taken out of context. Any posts that reference JA or link to a JA website should reflect JA in a positive light and include only accurate public information.

## PHOTO USE

Taking unauthorized photographs/videos of members or participants, guests, volunteers, students or children is prohibited. JA volunteers and staff should refrain from sharing these photos/videos, whether on personal social media accounts or otherwise. If pictures are needed for JA's website, flyers, social media, etc., they are to be taken by designated/approved staff only and must be accompanied by a signed photo release form to be kept on file.

## JA VOLUNTEERS WHO POST OR MANAGE "OFFICIAL JA PROFILES"

Any online platform, website, or social media account used by JA volunteers or staff for JA promotion or for JA related communications is an "Official JA Profile." As the exclusive property of Junior Achievement, JA will retain all Official JA Profiles when the volunteer/staff associated with the profile ends his or her relationship with JA for any reason.

Two or more JA volunteers/staff must have access to "admin" status on each Official JA Profile. Each JA volunteer/staff who manages or has access to Official JA Profiles will provide the username and password to the social media profiles to the local JA office.

© Junior  
Achievement  
USA®

## Junior Achievement of Memphis and the Mid-South Volunteer Conduct Standards

*Each year Junior Achievement staff shall convey these standards in writing to all volunteers prior to their first visit to the classroom. Staff shall review these standards verbally, as well, with volunteers teaching for the first time.*

*Junior Achievement (JA) serves youth. JA volunteers teach valuable lessons in their program delivery and especially in their conduct with students. Volunteer misconduct with or in the presence of youth carries serious consequences. Because Junior Achievement cares that its volunteers have healthy, appropriate relationships with the youth they serve, it has established the following standards.*

- 1. Young people look to volunteers for examples of appropriate behavior. JA volunteers must use appropriate language and model honorable behavior, such as respect, integrity, honesty, and excellence. Profanity or sexualized language or jokes and conduct (including speech) that discriminates against students on the basis of race, gender, sexuality, religion, or other legally-protected classes are inappropriate, regardless whether it occurs face-to-face, over the Internet, or by any other means. JA strictly forbids violating any state law regarding interactions with youth; for example, providing them alcohol or legal or illegal drugs, or coaxing them into illicit relationships over the Internet or otherwise. Any form of physical or emotional abuse, to include striking, bullying, harassment or other degrading behavior is strictly prohibited.*
- 2. Volunteers should avoid all contact with students beyond a business handshake.*
- 3. Interactions with students must both be appropriate and appear appropriate. It is expected that volunteers' interactions with students are at all times appropriate and professional and are strictly related to the role of business mentor. It is unacceptable to seek or engage in private one-to-one meetings or private communications with students at any time.*
- 4. Volunteers are responsible for the quality of interactions. Students often find it difficult to state discomfort or objections. Volunteers must be especially sensitive to physical and verbal cues that youth provide.*
- 5. Volunteers will be presenting, facilitating and discussing various programs, content and materials with students that are likely owned by JA, its licensors or the students. A primary purpose of the JA programs is to encourage creativity by the students. By working with JA and the students, Volunteer agrees that they do not obtain any intellectual property rights therein, will not seek ownership in or to contest those intellectual property rights, and will not attempt to secure trademark, patent or other intellectual property rights or registrations therein without prior written consent from Junior Achievement USA.*

*The aforementioned standards do not represent a comprehensive list. Other actions not included could result in suspension or dismissal as a volunteer. JA volunteers also must read and comply with JA's Digital Media Policy.*

*Junior Achievement takes all complaints of misconduct seriously. Credible allegations of misconduct will be promptly reported to the appropriate authorities. During any such investigation, the JA volunteer will not perform services as a JA volunteer. If an investigation determines misconduct occurred, it will result in the immediate and permanent dismissal as a JA volunteer. Any JA staff member or volunteer who reasonably suspects misconduct must report these suspicions immediately to the appropriate JA staff person within their JA Area.*

## JA Volunteer Media Release and Consent

Junior Achievement USA and Junior Achievement of Memphis and the Mid-South (collectively “JA”) engage with volunteers (each, a “JA Volunteer”) to deliver educational programs in-person and online. JA Volunteers deliver these programs using content provided by JA (“JA Materials”) and may also create content for use with these programs (“Volunteer Created Materials”). In presenting the JA Materials or the Volunteer Created Materials, the Likeness (defined below) of the JA Volunteer may be captured and reproduced. This JA Volunteer Media Release and Consent (this “Consent”) (1) authorizes JA to use the Likeness of the JA Volunteer, (2) clarifies the ownership of JA Materials and Volunteer Created Materials, (3) grants JA a license to use the Volunteer Created Materials as described below, and (4) allows JA to collect and use JA Volunteer personal information in accordance with the JA USA Privacy Policy. See <https://links.ja.org/web/ja-usa/privacy-policy>. For good and valuable consideration, including the opportunity to serve as a JA Volunteer, I agree as follows:

### JA Materials

- I understand that JA is the sole and exclusive owner of all right, title, and interest in and to all JA Materials, any media embodying the JA Materials, and any derivatives of the JA Materials. If it is ever determined that I own any rights in the JA Materials contrary to what I have represented herein, I hereby irrevocably assign, transfer and otherwise convey to JA all right, title, and interest in the JA Materials.

### Volunteer Created Materials

- I grant JA, a non-exclusive, perpetual, irrevocable, sublicensable and royalty-free right and license to copy, distribute, publicly display, publicly perform, create derivative works, edit, enhance, publish and use the Volunteer Created Materials in any medium and in any manner throughout the world, for any purpose related to Junior Achievement. JA is not obligated to use the Volunteer Created Materials in any way.
- I confirm that to the best of my knowledge all Volunteer Created Materials furnished by me are free of third-party content or materials, unless I have express written permission from all rightsholders, including the right to license such content to JA hereunder. I confirm that to the best of my knowledge such Volunteer Created Materials do not infringe upon any copyright, trademark, or other third party property rights and do not contain libelous or scandalous matter.

### My Likeness

- JA may use my name, voice, image, picture, silhouette, and other aspects of my likeness (“Likeness”) in any recording, video, still-image, photograph, photograph, webinar, online event, social media or other form of media without restriction, in connection with its use of JA Materials, Volunteer Created Materials, and JA programs, or for any purpose related generally to JA, including commercially and in connection with the creation and use of promotional materials, advertising, and publicity. I waive any right of inspection or approval of the use of my Likeness.

### Privacy Consent

- In connection with presenting JA Materials or otherwise, JA Volunteers may be asked to provide certain personal information, such as, but not limited to, first and last name, email address, and username, which is collected and used in accordance with the Privacy Policy of Junior Achievement USA® (as updated from time to time, the “Privacy Policy”). I give my consent for JA to collect and use my personal information in accordance with the Privacy Policy.

I will not sue, dispute, challenge, or institute proceedings against JA for using the Volunteer Created Materials or my Likeness as described in this Consent, and I hereby waive all claims, damages and expenses arising directly or indirectly from the same. I am signing this Consent voluntarily, understanding that it benefits and binds both myself and JA and our respective heirs, representatives, transferees and successors, as applicable.

## ACKNOWLEDGEMENT OF JA VOLUNTEER POLICIES

Before participating in any Junior Achievement (JA) digital programs or events, each JA volunteer (and parent/guardian if the volunteer is under 18) must review the JA Digital Media Policy, the JA Volunteer Media Release and Consent, and the JA Volunteer Conduct Standards and sign each form and/or initial and sign below to confirm receipt and agreement. Current versions of each of these documents are attached and/or are available at **[insert link]**. These documents are intended to ensure that proper standards are followed, appropriate consents and permissions are obtained, and intellectual property and other interests of JA and its students are protected, as outlined below.

### JA Digital Media Policy

The JA Digital Media Policy sets forth expectations and standards for interactions among users of JA digital platforms, including JA volunteers and JA students. The Policy addresses conduct standards for online learning, digital interactions involving students, use of personal social media, unauthorized use of photos and videos, and use of official JA profiles.

By signing this Acknowledgment, you are confirming you have read the JA Digital Media Policy and you agree to and accept its terms and conditions.

### JA Volunteer Media Release and Consent

The JA Volunteer Media Release and Consent authorizes JA to use your name, image, and likeness as a JA volunteer and to collect and use your personal information in accordance with the Privacy Policy of Junior Achievement USA. You are also agreeing to grant JA a license to use any materials or content you create and/or supply as a JA volunteer for JA's use with its programs, and you are confirming that such materials do not infringe or violate the rights of anyone else.

By signing this Acknowledgment, you are confirming you have read the JA Volunteer Media Release and Consent and you agree to and accept its terms and conditions.

### JA Volunteer Conduct Standards

The JA Volunteer Conduct Standards set forth the conduct and behavior expectations JA has of all JA volunteers. These standards exist to ensure JA volunteers maintain healthy and appropriate relationships with JA students and protect the integrity of JA's programs. You are agreeing not to claim ownership or other rights in JA programs and materials or in work product created by or with students in connection with your service as a volunteer. Lastly, you are certifying that you have never been charged with any violent crime or any crime involving minors.

By signing this Acknowledgment, you are confirming you have read the JA Volunteer Conduct Standards and you agree to and accept its terms and conditions.