

Asahijuku Secondary School Official Social Media Account Policy

First Edition: April 1, 2026

This policy outlines the management guidelines for the official social media (SNS) accounts operated by Asahijuku Secondary School, Mitsu Asahi Gakuen Educational Corporation (hereinafter referred to as “the School”).

1. Purpose

By sharing information regarding the School’s diverse activities and unique strengths through official social media, we aim to deepen the understanding of our institution among current students, parents and guardians, local residents, prospective students, and all those interested in our community.

2. Official Accounts

1. Instagram

- (1) Account Name: 【Official】 Asahijuku Secondary School
URL: <https://www.instagram.com/asahijuku2004/>
- (2) Account Name: 【Official】 AsahijukuSoccerclub (Asahijuku Junior High School Soccer Club)
URL: https://www.instagram.com/asahijuku_football_club/
- (3) Account Name: 【Official】 AsahijukuSoccerTeam (Asahijuku Senior High School Soccer Club)
URL: https://www.instagram.com/asahijuku_soccer/

2. Facebook

- (1) Account Name: Asahijuku Secondary School
URL: <https://www.facebook.com/朝日塾中等教育学校/>
- (2) Account Name: Asahijuku Secondary School Soccer Club “A combined Junior/Senior High School Soccer Club in Okayama Prefecture”
URL: <https://www.facebook.com/朝日塾中等教育学校サッカー部岡山県の中高一貫のサッカー部/>
- (3) Account Name: Asahi Juku Secondary School (International Exchange Section)
URL: <https://www.facebook.com/AsahiJukuSecondarySchool/>

3. YouTube

- (1) Account Name: Asahijuku Secondary School
URL: <https://www.youtube.com/channel/UCG7pvkiFtwyAbxnCfak7HZg>
- (2) Account Name: Asahiluna (Asahizuki)
URL: <https://www.youtube.com/channel/UCE9P6oLUEefW477vOospPIQ>

4. TikTok

- (1) Account Name: asahiluna0212 Asahiluna
URL: https://www.tiktok.com/@asahiluna0212?is_from_webapp=1&sender_device=pc

5. LINE

- (1) Account Name: Asahijuku Secondary School Admissions and Public Relations Section
URL: <https://lin.ee/XfEfe4F>
- (2) Account Name: Asahijuku Secondary School International Exchange Section
URL: <https://lin.ee/Pb0oDG1>

6. X (formerly Twitter)

(1) Account Name: Asahiluna 🌸🍷 【Asahijuku Secondary School】

URL: <https://x.com/asahiluna0212>

3. Content

1. Daily life of students at the School.
2. Announcements and event reports regarding school life, open schools, information sessions, etc.
3. Other information related to the School's events.

4. Operation and Management

1. **Information Generation:** All faculty and staff members may propose and create content for publication.
2. **Approval and Posting:** All content must be approved by the Principal before being posted by the designated administrator.
3. **Other Guidelines:**
 - (1) The administrator will update official social media accounts as necessary.
 - (2) The comment feature will generally be disabled.
 - (3) These accounts are operated primarily for information distribution. As a general rule, the School will not reply to comments or provide individual responses. For all inquiries regarding the School, please use the official inquiry form on our website:
→ Inquiry Form (<https://m-asahijuku.ed.jp/contact/mailform/contact.html>)
 - (4) As a general rule, official accounts will not “follow” other accounts.
 - (5) Information shared on official social media does not necessarily represent the formal announcements or official views of the School. Formal announcements and official positions will be released exclusively through the School's official website (<https://m-asahijuku.ed.jp/>).

5. Permissions and Intellectual Property

1. **Ownership of Rights:** All intellectual property rights, including copyrights, portrait rights, and trademark rights for content posted on our official social media, belong to the School. Unauthorized reproduction, duplication, or modification of this content is prohibited, except for private use, citations, or other actions permitted under copyright law.
2. **User-Generated Content:** While the copyright for comments (replies), DMs, or other submissions belongs to the user who posted them, by posting, the user grants the School a royalty-free, non-exclusive, and perpetual right to use said content. Furthermore, the user agrees not to exercise any copyrights or related rights regarding such posts against the School.
3. **Portrait Rights:** Regarding the use of photos and videos, the School obtains permission from students and their parents/guardians at the time of enrollment using a standard form. Please note that photos and videos taken in the past may continue to be used for school PR purposes even after a student has graduated (alumni status).

6. Prohibited Acts and Removal of User Comments

The following acts are strictly prohibited. If a user's post or comment is determined to fall under any of the categories below, the School reserves the right to hide, block, or delete the content without prior notice to the user:

1. Content that defames, slanders, or damages the honor or credit of specific individuals, groups, corporations, countries, or regions.
2. Content that infringes upon the intellectual property rights or privacy of the School, its students, alumni, faculty, staff, or any third party.
3. Content irrelevant to the information shared by the School.
4. Content that identifies, discloses, or leaks personal information without the individual's consent.
5. False information, content contrary to fact, or rumors (including acts that encourage such rumors).
6. Content that violates laws, ordinances, or public order and morals, or is likely to do so.
7. Advertisements, promotions, solicitations, sales activities, or any other content for commercial purposes.
8. Political activities, election campaigning, or religious activities.
9. Content that promotes discrimination based on race, ideology, creed, etc.
10. Obscene or violent expressions, or content that damages (or is likely to damage) the School's reputation and dignity.
11. Acts that disrupt the operation of the School's official social media.
12. Any other content deemed inappropriate by the School.

7. Disclaimer

1. While the School takes the utmost care regarding the accuracy of the information posted on its official social media, it does not fully guarantee the accuracy, completeness, or usefulness of the information provided.
2. The School shall not be held liable for any damages incurred by a user or a third party resulting from the use of or reliance on the information posted.
3. The School assumes no responsibility for any content posted by users.
4. The School shall not be held liable for any damages resulting from disputes between users or between a user and a third party.
5. In addition to the above, the School shall not be held responsible for any damages arising from or in connection with the use of its official social media accounts.

8. Liability for Damages

In the event that the School suffers damages due to a user's actions (including comments) on our official social media, the School may seek compensation for such damages from the user in question.