SCHOLARS
INDIAN SCHOOL

SOCIAL MEDIA POLICY

1. Policy statement

- This policy is intended to help students, teachers, parents and all stakeholders to make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, message boards, or comments on web-articles, such as Twitter, Facebook, Instagram etc.
- This policy outlines the standards we require all stakeholders to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.
- This policy supplements our Filtering Policy, Password Protection Policy and Data Protection Policy.

2. The scope of the policy

- All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our students, teachers, parents and other stakeholders
- Breach of this policy may be dealt with under our [Filtering Policy and Acceptable Use Policy]

3. Responsibility for implementation of the policy

- The e-safety leader has overall responsibility for the effective operation of this policy.
- The IT Coordinator is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimize risks to our operations.
- Questions regarding the content or application of this policy should be directed to Esafety leader

4. Using social media sites in our name

- Only the IT Coordinator is permitted to post material on a social media website in our school name and on our behalf. Any breach of this restriction will amount to gross misconduct.

5. Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- Always write in the first person, identify who you are and what your role is,
- Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- Any student or staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a classmate or colleague onto a social media website should inform Esafety leader.

- Never disclose sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with IT Coordinator or Councellor.
- Do not upload, post or forward any content belonging to a student or staff unless you have their consent. Through Media Access Form.
- Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- When making use of any social media platform, you must read and comply with its terms of use.
- Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as a school. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
- Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.
- If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with superiors first.
- Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- If you notice any content posted on social media about our school (whether complementary or critical) please report it to Esafety leader.

6. Monitoring use of social media websites

- Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under our Disciplinary policy.
- Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our stakeholders
- In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

(a) pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);

(b) a false and defamatory statement about any person or organization;

(c) Material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to school, staff or students.

(d) confidential information about any of our staff or student

(e) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

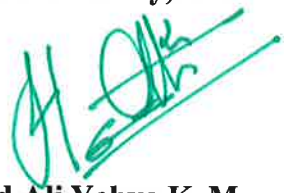
Any such action will be addressed under the [Filtering Policy and Acceptable Use Policy]

Where evidence of misuse is found we may undertake a more detailed investigation in accordance with our [Filtering Policy and Acceptable Use Policy], involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.

7. Monitoring and review of this policy

- The Esafety group shall be responsible for reviewing this policy monthly to ensure that it meets legal requirements and reflects best practice.

Adopted: February, 2021 **Reviewed and updated: April, 2025**



Hameed Ali Yahya K. M.
Principal