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SREENIDHI
INTERNATIONAL SCHOOL
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SOCIAL MEDIA POLICY

Approved By: Sreenidhi Board of Directors

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I PURPOSE

At Sreenidhi, our community members use social media platforms to connect with students, teachers, current and prospective parents, and alumni. This may include promotional materials, educational content, and information about school activities.

The Social Media Policy has been prepared, keeping in mind the interests of the school community. The school recognizes that teachers, students and parents engage with social media applications. These applications include, but are not limited to, Facebook, Snapchat, Instagram, Twitter, Blogs, and other online tools through which people connect and share information.

We expect that all members of the community will uphold the school values in all their interactions on social media platforms. Actions of students, staff and parents will uplift the image of the school and not cause harm in any way.

Therefore, it is expected that Sreenidhi staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to present offensive or inappropriate content, or to misrepresent any member of the school community.

II AIM

Through this policy, we aim to:

- encourage social networking to be used in a beneficial and positive way.
- safeguard students, faculty, staff, parents and members of the public from abuse through social networking.
- safeguard the reputation of the school, other schools, organizations and employers from unwarranted abuse through social networking
- set out the procedures to follow when it is considered that any member of the school community has inappropriately or unlawfully used social networking.
- set standards of behaviour for the use of social media that are consistent with the values and expectations of Sreenidhi International School.
- protect the safety and wellbeing of students, faculty, staff, parents and the school community.

However, if there is a breach of the Sreenidhi Social Media Policy, the School will undertake disciplinary action against the person(s) responsible who will be dealt with on a case-by-case basis. All reports of cyberbullying or other misuse of technology will be investigated fully and may result in a notification to the Child Protection Officer with appropriate action taken.

III PRIVACY PROTECTION

To ensure the safety of the community, Sreenidhi International School will never post or release information that is considered private or confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without first receiving written consent from the person(s) affected.

Photos of students will only be posted on the School's social media accounts if the students' parents specifically have allowed their child(ren) to be included in posts. Until parents opt out in writing, students are automatically assumed to have opted in.

IV DEFINITIONS

Social media refers to a means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social media refers to all social networking sites including, but are not limited to: Facebook, Snapchat, Twitter, Whatsapp, LinkedIn, Google+, KIK, Tiktok, Instagram, SMS, YouTube, email, and texts on mobile devices.

Please see Appendix 1 for more detailed definitions. In this policy:

Staff is applicable to administration employees, those working on a contract through an agency, or volunteers.

Faculty is applicable to teachers and others on a teaching contract with the school.

Parents is applicable to a student's legal parents, legal guardians, carers or others with parental responsibility.

Staff and Faculty will: plan for the inclusion of cyber safety awareness within the curriculum with guidance from relevant educational authorities.

Parents will: be responsible to maintain awareness of, and information about, their student's online activity; proactively supervise their student's social media activities; and guide their student, taking into account this Policy and the School's core values.

V STUDENT GUIDELINES

When using social media, students are expected to ensure that they:

- read, agree to and abide by, the terms and conditions of various social media sites, as many have age restrictions for usage, such as Facebook, Instagram and Gmail, which are all restricted to persons 13 years of age or older.
- create an account, using only correct details for name and date of birth, as misrepresentation will be considered a violation of this Policy and will bring about procedures as outlined in the Sreenidhi Code of Conduct.
- are aware of what they are posting online, and that social media sites and applications are public forums.
- are not permitted to request to join the networking site(s) of faculty or staff members or, in attempting to do so, the faculty or staff member shall refuse the student access and report the request.
- do not access social media or networking sites during the school hours.
- respect the privacy rights and confidentiality of others.
- do not impersonate or falsely represent another member of the school community at any time.
- do not bully, intimidate, abuse, harass or threaten any other member of the school community at any time.
- do not make defamatory comments toward another member of the school community at any time.
- do not use offensive or threatening language, nor resort to personal abuse of any kind toward another member of the school community at any time.
- do not harm the reputation of the School or those within its community.
- do not upload video, audio or photograph(s) of any member of the Sreenidhi community, be that a student, faculty or staff member, or parent without first gaining consent.
- do not upload video or photograph(s) of any student who can be identified by their uniform or any other means as a Sreenidhi student without prior consent.

VI PARENT GUIDELINES

Facebook, Instagram, class blogs, and other social media platforms allow sharing of communications between students, faculty, staff, parents and the wider community. This collaboration and communication can have an impact on learning at Sreenidhi. The School encourages parents to participate in such activities when appropriate but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well.

Parents should

- be aware that many social media sites have age restrictions that do have implications for their primary-aged student(s).
- monitor their student's online social media activity, and read and abide by the terms and conditions of all social media sites and applications, which their student(s) is interested in using, as many, such as Facebook, Instagram and Gmail, are restricted to those 13 years of age and older.
- be careful before uploading media, such as video, photographs or audio online, to seek appropriate permission from an individual involved, particularly respecting the privacy of Sreenidhi faculty and staff.
- understand that online communication, postings, conversations, videos and photos are not private
- avoid sharing confidential information, internal school discussions, names or specific information about students, faculty, staff or other parents.
- refrain from spreading false or unsubstantiated rumours or information with regard to the school community and its members.
- refrain from using social media when involved in assisting with class activities without first obtaining appropriate consent from the class teacher.
- avoid making defamatory statements when adding comments to the school's official page.
- refrain from identifying students, faculty or staff to publicly criticize School policies or personnel on social media networking sites.

VII FACULTY AND STAFF GUIDELINES

For members of Sreenidhi's faculty and staff, the Policy is applicable to the following domains while posting anything on social media:

- on behalf of the school
- arising from their work or direct contact with students
- in their wider professional lives including, but not limited to, blog comments, forums, Facebook, Instagram, WhatsApp, or groups on other online platforms.
- on their personal social media account in their personal lives.

For faculty and staff, social media:

- relates to Facebook, Instagram, WhatsApp, blogs, wikis, podcasts, digital images, video, instant messaging, texts on mobile devices, etc.
- personal accounts must not be used as a platform for learning activities with students.
- personal accounts must not accept students as 'friends' or interact with them on social networking sites
- can occur only in an educational context.
- personal accounts are advised NOT to accept ex-students below age 18 or parents of current students as 'friends'.
- must not be used to discuss students or colleagues, or to publicly criticize School policies or personnel.
- personal accounts cannot be used to post video, photographs or audio of any student(s) that could identify said student(s).
- content, published online will be considered their personal responsibility and the School will hold said faculty or staff member responsible for anything that is deemed to be derogatory, defamatory, discriminatory, or detracting from the reputation of the School.
- personal accounts blur the lines between public and private, personal and professional, such that those who identify themselves online as affiliated with Sreenidhi International School are, by definition, representing its entire School community, and must ensure that associated content is consistent with their work at the School and the School's values and ethos.

- content must respect the wishes and privacy of other members of their School community.
- must not be used to spread false or unsubstantiated rumours or information in regards to the Sreenidhi community or its members.
- must not be used to post confidential information or videos, photographs or audio related to any student(s).

VIII REPORTING CONCERNS

- The School understands that technology is ever-changing. Should you have any questions or issues please address them to the Head of School.

Sharing and Tagging School Social Media:

Students and parents are welcome to share posts from official Sreenidhi social media sites with their personal contacts. Sreenidhi encourages parents to do so to help the School with its promotional activities. The School does not encourage parents to tag official Sreenidhi social media sites to their personal posts. To share a student's significant achievements to be showcased on the School's social media sites, please send an email to the Head of School at hos@sis.edu.in.

Other Related Policies to be Referenced:

- Sreenidhi Child Protection Policy
- Sreenidhi Code of Conduct
- IT Policy
- Acceptable Use of Technology Policy
- Privacy Policy

Cases of abuse of these regulations by students, faculty or staff will be investigated following procedures of the Sreenidhi Code of Conduct. As a course of further action when deemed serious, procedures of the Child Protection Policy will be applied on a case-to-case basis.

IX APPENDIX 1

Definitions

Social Media Social networking sites are websites that allow you to create a personal profile about yourself and then chat and share information with others, such as family and friends.

Video, audio and photo sharing websites are websites that allow you to upload and share videos, sounds and photos that can be viewed/heard by web users worldwide, such as Flickr, YouTube, iTunes, Vimeo, SoundCloud.

Blog is a short term for web log, an online diary that allows one to regularly post text to describe one's personal life, passions, business, news or other interests, and is used as a personal space in the virtual world, such as with WordPress, Blogger, etc.

Microblogging apps are websites that post micro-blog like posts to announce what you are currently doing or thinking, such as Twitter, Tumblr, etc.

Location-based apps, also known as *Geolocation*, are applications with the capability to detect and record where you or other people are located.

Wikis are websites that allow users to create, edit and share information about a particular subject or topic, such as Wikipedia, Wikispaces, etc.

Online gaming are games played over some form of network, either individually or in virtual groups, and often have a community of users such as Steam, Playstation, etc.

Forums or message boards are online discussion websites where people can carry on conversations in the form of posted messages.

Online multiplayer gaming platforms are multiplayer video games that are capable of supporting hundreds or thousands of players simultaneously, and usually feature at least one persistent world, such as World of Warcraft, etc.

XI UNDERTAKING FOR PARENTS

I have read and understand the Social Media Policy of Sreenidhi International School. I hereby declare and affirm that I agree to adhere and abide by the said Policy and its guidelines. Violation of said Policy in my direct and indirect interactions on social media sites may result, in extreme cases, in legal actions as per the applicable laws and rules.

Signature: _____ Date: _____

Name: _____

Signature of the Head of the School and Seal

XII UNDERTAKING FOR STUDENTS

I have read and understand the Social Media Policy of Sreenidhi International School. I hereby declare and affirm that I agree to adhere and abide by the said Policy and its guidelines. Violations of said Policy in direct and indirect interactions on social media sites may result in consequences, as outlined in the Sreenidhi Code of Conduct or, in extreme cases, legal actions as per applicable laws and rules.

Signature: _____ Date: _____

Name: _____

Signature of the Head of the School and Seal

X UNDERTAKING FOR FACULTY AND STAFF

I have read and understand the Social Media Policy of Sreenidhi International School. I hereby declare and affirm that I agree to adhere and abide by the said Policy and its guidelines. Violations of said Policy in my direct or indirect interactions on social media sites may lead to disciplinary actions, termination of employment, and/or, in extreme cases, legal actions as per the applicable laws and rules.

Signature: _____ Date: _____

Name: _____

Signature of the Head of the School and Seal

