DEUTSCHE
INTERNATIONALE
SCHULE
KAPSTADT

Educating since 1883

BILINGUALE SCHULE MIT SÜDAFRIKANISCHER UND EUROPÄISCHER HOCHSCHULREIFE
BILINGUAL SCHOOL WITH SOUTH AFRICAN AND EUROPEAN UNIVERSITY ENTRANCE QUALIFICATION

Social Media Guideline

Introduction

The Deutsche Internationale Schule Kapstadt (DSK) acknowledges that all members of our school community are becoming more and more engaged in social networking. The school recognises the power of using social media to improve communication within the community and therefore encourages teachers, learners, staff, and other school community members to use social networking/media as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience, but to do so responsibly.

The DSK has developed the following guideline, which serves to provide guidance for the school, the teachers/staff, parents and learners to understand how to engage effectively and appropriately within established school guidelines. This document assists to encourage the use of these media in a responsible, constructive and educative way, as well as limiting and containing the possibilities of destructive or counter-productive instances. It is important to create an atmosphere of trust and individual accountability.

Rationale

The purpose of this guideline in the use of social media is to set standards of behaviour and conduct that are consistent with the broader values and expectations of the DSK community. In addition it offers hints and tips for privacy and security.

Scope

This guideline applies to all sectors of the school – teachers, administrators, parents and learners.

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Social Media Guideline for Learners

1. Please be aware of what you post online. Social media venues including, but not limited to, wikis, blogs, photo and video sharing sites are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you would not want friends, enemies, parents, teachers, or a future employer to see.

2. Anything which would not be acceptable in a classroom should also be regarded as unacceptable online.
   The school advises you to…
   - not make defamatory comments;
   - not use offensive or threatening language or resort to personal abuse towards each other or members of the DSK community;
   - not post content that is hateful, threatening, pornographic or incites violence against others.

3. Be safe online. NEVER give out personal information, including, but not limited to, surnames, phone numbers, addresses, exact birthdates, PIN codes/passwords and pictures. Do not share your password with anyone.

4. No-one is allowed to use the DSK social media sites for any illegal activity, including violation of data privacy laws.

5. Nothing should take place online which might bring the school into disrepute.
   Social media sites are not a platform to discuss learners, colleagues, parents or publicly criticize school policies or personnel.

6. Linking to other websites to support your thoughts and ideas is recommended. Be sure to read the entire article before linking it to ensure that all information is appropriate for a school setting.

7. Be careful not to use other people's intellectual property without their permission. When paraphrasing someone else's idea be sure to cite the source with the URL. It is good practice to hyperlink to your sources.

8. Please be aware that pictures may also be protected under copyright laws. Verify that you have permission to use the image.

9. Do not post pictures or videos of fellow learners, teachers or staff of the DSK online without their consent.

10. If you come across inappropriate comments or pictures that make you feel uncomfortable, or are disrespectful, please inform your class teacher immediately.

11. It is acceptable to disagree with someone else's opinion, but if you do so, please respond in a respectful way. Please make sure that criticism is constructive and not hurtful. Do not reply in haste or get personal. Consider rather arranging a face-to-face meeting to discuss and resolve the issue.

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