



## 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.

## Social Media Guideline for Parents

Parents are strongly encouraged to read or participate in the school's social media projects, in particular our Facebook page, but it is required of all to follow the school's Social Media Guideline:

1. Please do not use social media tools to raise issues which have not been addressed through the normal communication channels within the school.
2. No-one is allowed to use the DSK social media sites for any illegal activity, including violation of data privacy laws.
3. To protect the privacy of our learners, teachers, school staff and parents: it is not permitted to tag or spread personal information about our learners, teachers, staff and parents in any social media platform.
4. Please be aware of the public and widespread nature of social media and refrain from any comment that could be damaging to the school's image.
5. Remember that people classified as "friends" have the ability to download and share your information with others. It is advisable to use appropriate discretion when "friending" current or past parents, learners, teachers or school staff. By "friending" members of the current school family, you are exposing them to your status updates and network, a window into your life you may not want them to see.
6. Please note: before posting photographs and videos from other parents, learners, teachers or staff of the DSK online or using pictures for advertising purposes permission should be obtained from the person (or parent, in the case of learners).
7. Everybody is personally responsible for the content he or she publishes online.
8. Your online behaviour should reflect the same standards of honesty, respect, and consideration that you use face-to-face. Please follow the school's code of conduct when writing online.
9. 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.
10. Any privileged or confidential information of the school should stay confidential and must not be published in any private social networking media.
11. Nothing should take place online which might bring the school into disrepute.  
Also, social media sites are not a platform to discuss learners, teachers, staff, parents or publicly criticize school policies or personnel. Please follow proper school procedure and channels to voice your concerns.
12. Please note that no addresses or phone numbers should appear on social networking sites, blogs or wikis.
13. If you come across inappropriate comments or pictures that make you feel uncomfortable, or are disrespectful, please inform the class teacher immediately.

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