



# St Andrew's Secondary School

## Social Media Guidelines

### Objectives

The school's social media guidelines provide staff and students the guidelines when using social media both inside and outside school.

### Social Media Guidelines for Staff

#### Online Publishing and Social Media

##### Personal Responsibility

- All online correspondence between staff and students must be related to school work or school sanctioned clubs, activities and programmes.
- Staff will not disclose any confidential student information, personal information or images without first obtaining written permission from the Principal.
- Staff must be mindful of their role as staff of St Andrew's Secondary School and the fact that their online postings are not only their personal 'digital footprint' but are also part of their footprint as staff of the school. As such, staff are personally responsible for the content they publish online and will be held liable if the content infringes the laws governing social media / professional code of conduct.
- The online behaviour of staff should reflect the standards of honesty, respect, and consideration.
- In the digital world, the lines between public and private, personal and professional are blurred. Staff must ensure that online content associated with them is consistent with the role that they play in the school.
- Form teachers / CCA teachers (where relevant) should moderate / vet all content contributed by students under them in the social media platforms associated with the school.
- Blogs, wikis and podcasts are an extension of the classroom / CCA. What is inappropriate in the school should be deemed inappropriate online.
- When writing online, it is acceptable to disagree with someone else's opinions. Criticism should be constructive and done in a respectful way

##### Copyright

- Staff are to respect copyright and not to plagiarize materials. They are also prohibited from using other people's intellectual property without first seeking their permission. It is a violation of copyright law to copy and paste other's thoughts as

their own. When paraphrasing another's ideas, staff must cite the sources with the URL and to give credit when it is due.

### **Profiles and Identity**

- Staff are to remember their association and responsibility with the school in online social environments. They have to ensure that their online profile is comparable to how they would like to present themselves in person to others and should be appropriate in how they would present themselves as a member of the staff in the Civil Service and in the Ministry of Education. For example, when uploading digital pictures or avatars that represent themselves, staff are to ensure that they select a school appropriate image.

### **Personal use of social media such as Facebook, Myspace and Twitter**

- Staff are personally responsible for all comments and information they publish online. They need to be mindful that even with the strictest privacy settings, the content they publish will stay public for a long time.
- Their comments made online should therefore always be within the bounds of professional discretion as comments expressed via social networking pages under maximum privacy settings may still end up being shared in a public domain.
- Comments related to the school made by staff should always meet the highest standards of professional discretion, regardless of the privacy settings of the social networking pages in which they are made.
- Before posting photographs and videos, permission must be sought from the subject where possible. This is especially the case where photographs of colleagues are concerned.
- Photographs relating to alcohol or tobacco use may be deemed inappropriate. Staff's social networking site is an extension of their personality and professional life. If it is inappropriate to put up a certain photograph on the wall, it will be inappropriate to put it up online too.
- Microblogging (Twitter etc) comments are not protected by privacy settings. Staff should be aware of the widespread nature of such media and refrain from making comments that could be deemed unprofessional.

### **Social Bookmarking**

- Staff must be aware that others can view the sites they bookmark.
- Staff must be aware of the words used to tag or describe the bookmark.
- Staff must be aware that when making links directly to a page, there is no control over the content that appears on landing pages in the future.

## Social Media Guidelines for Students

- Students must be mindful of the content they post online. Social media platforms such as wikis, blogs, photo and video sharing sites are very public. Their online posts leave a digital footprint for all to see i.e. the content they publish will stay public for a long time. They have to ensure that their online profile is comparable to how they would like to present themselves in person to others.
- The online behaviour of students in writing or postings, should reflect the standards of respect and consideration for others. It should not bring disrepute to themselves, the school and the rest of the student body and / or must not infringe the laws governing social media.
- Students are prohibited from putting up posts that identifies them as a student of St Andrew's (eg through the uniform or badge), unless prior permission has been granted by the School Management.
- Students must exercise extreme caution when giving out personal information such as last names, telephone numbers, addresses, birthdates and pictures online. No one else should have access to their password apart from their teachers and parents.
- Students are prohibited from using other people's intellectual property including images, without their permission. It is a violation of copyright law to copy and paste other's thoughts and pass them off as their own.
- Students are prohibited from using someone else's identity.
- If students encounter inappropriate material that made them feel uncomfortable or is not respectful, they are to inform the school authorities or their teacher immediately.