



المدرسة الأكاديمية الدولية
INTERNATIONAL ACADEMIC SCHOOL

SOCIAL MEDIA POLICY

2023-24

Principal: Ms. Suhair Salah Hussein

Introduction:

International Academic School recognises the rights of students, staff and parents who want to participate in online social networking. Our guidelines are designed to create an atmosphere of goodwill, honesty, and individual accountability. Students and staff should always keep in mind that information produced, shared and retrieved by them is a reflection of the school community and is subject to the School and Athena group policies. When accessing, creating or contributing to any form of social media for classroom or, in most cases, for personal use, we expect you to keep these guidelines.

Students: Social Media Guidelines:

At International Academic School, our expectation is all students are to set and maintain high ethical standards in their use of social networking. Students should understand social media reaches audiences far beyond the community and can possibly impact on their future. Therefore, students must use social sites responsibly and be accountable for their actions. If a student sees anything of concern towards a BIPS family member on a social networking page, they should immediately contact the Principal or Head of School.

1. When online, students must follow the E-Safety policy and user agreement.
2. Think before you post, students are to use discretion when posting to the internet.
3. BIPS reserves the right to request school-related images or content posted without permission to be removed from the internet.
4. Do not misrepresent yourself by using someone else's identity.
5. Social media pages are public, and information can be shared beyond your control. Be conscious of what you post online as you will leave a long-lasting impression on many different audiences. This is your digital footprint that could possibly impact on future higher education or employment.
6. When responding to others, remember to be respectful and avoid comments that may be hurtful. Do not use profane, obscene or threatening language.

7. Only accept invitations to share information from people you know. Utilize privacy settings to control access to your network, web pages, profile, posts, blogs, wikis, podcasts, digital media, forums, groups, fan pages, etc.
8. Online stalkers and identity thieves are a real threat. Never share personal information, including, but not limited to, phone numbers, addresses and birthdates.
9. Always keep passwords secure and never share passwords with others. If someone tampers with your blog, email or social networking account without you knowing about it, you could be held accountable.
10. Cyberbullying is considered an act of harassment.

Parents: Social Media Guidelines:

Classroom blogs and other social media are powerful tools that open up communication between students, parents, and teachers. This kind of communication and collaboration can have a huge impact on learning.

Parents are required to adhere to the following guidelines:

1. Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., Facebook, blogs, podcasts, etc.
2. Parents will need to ensure their child signs user agreement when teachers set up social media activities for classroom use.
3. Parents will not attempt to destroy or harm any information online.
4. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
5. Parents are highly encouraged to read and/or participate in social media.
6. Parents should not distribute any information that might be deemed personal about School.

Staff Personal Responsibility: Social Media Guidelines:

International Academic School employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.

1. Your online behaviour should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
2. When posting to any social media site be sure you say that the information is representative of your views and opinions and not necessarily the views and opinions of International Academic School or the Athena group.
3. Remember that blogs, wikis and podcasts are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
4. The lines between public and private, personal and professional are blurred in the digital world. When confirming yourself as an employee of International Academic School online, you are now connected to colleagues, students, parents, and the school community. You should ensure that content associated with you is consistent with your work.
5. When contributing online do not post confidential student information.

WhatsApp:

Please take note that no other WhatsApp's groups will be seen as officially used by the school. The school is not responsible or will not take any responsibility for parent or student WhatsApp groups.

Disclaimers

International Academic School employees must include disclaimers within their personal blogs that the views are their own and do not reflect on their employer. For example, "The postings on this site are my own and don't necessarily represent International Academic School's positions, strategies, opinions or policies."

This standard disclaimer does not by itself exempt employees from a special responsibility when blogging. Classroom blogs do not require a disclaimer, but teachers are encouraged to moderate content contributed by students.

Profiles and Identity:

Remember your association and responsibility to International Academic School online social environments. If you identify yourself as an International Academic School or Athena group employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students. How you represent yourself online should be comparable to how you represent yourself in person.

No last names, school names, addresses or phone numbers should appear on Facebook, blogs or other social media pages.

Be cautious how you have set up your profile, bio, avatar, etc. When uploading digital pictures or avatars that represent yourself make sure you select a school appropriate image.

Personal Use of Social Media such as Facebook, Instagram and Twitter:

International Academic School employees are personally responsible for all comments/information they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.

1. Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face, and be in accordance with the highest professional Standards.
2. By Posting your comments having online conversations etc. on social media sites you are broadcasting to the world, be aware that even with the strictest privacy settings what you ‘say’ online should be within the bounds of professional discretion. Comments expressed via social networking pages under the impression of a ‘private conversation’ may still end up being shared into a more public domain, even with privacy settings on maximum.

3. Comments related to the school should always meet the highest standards of professional discretion. When posting, even in the strictest settings, staff should act on the assumption that all postings are in the public domain.
4. Before posting photographs and videos, permission should be sought from the subject where possible. This is especially the case where photographs of professional colleagues are concerned.
5. Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism.
6. Photographs relating to alcohol or tobacco use are deemed inappropriate. Remember, your social networking site is an extension of your personality, and by that token an extension of your professional life and your classroom. If it would seem inappropriate to put a certain photograph on the wall - is it really correct to put it online?
7. Microblogging (Twitter etc.) comments made using such media are not protected by privacy settings as witnessed by the high-profile cases like sports stars being disciplined for tweets expressing personal views. Employees should be aware of the public and widespread nature of such media and again refrain from any comment that could be deemed unprofessional.

Monitoring and Review

This policy has been discussed and agreed to by the International Academic School staff and leadership team for implementation.