SOCIAL MEDIA POLICY

Excellence, Diversity, Learning, Integrity, Community

Julie Howell

Adopted -April 2018
Version- 1:0
Review Date
By- Julie Howell

Social Media Policy

Rationale:

Social networking using sites such as Facebook and Twitter is a world-wide phenomenon which will involve the vast majority of our students and their families. Consequently, it is highly appropriate that our school teaches students how to engage in social networking effectively, responsibly and safely.

Aims:

For all students to become familiar, competent and responsible users of mainstream social networking sites whilst learning the skills to maintain their safety, security and privacy at all times.

Implementation:

Social networking refers to internet-based online social communications sites such as Facebook, Instagram, Snapchat and Twitter

School Social Platforms

VISS own the following social media accounts and website and only authorises content on these sites
- o https://www.viss.ae
- o https://www.facebook.com/VISSUAE/
- o Instagram- VISS_UAE
- o Twitter-VISS Executive Office managed
  - VISS_UAE
  - VISS Principal- Dean Pyrah

All VISS associated accounts must be approved by the Executive office and faculty managed
- Twitter – VISS faculty
  - VISS Digital Tech- managed by innovation team
  - VISS Outdoor ED- Managed by Head of Sport

Social Media Platform awareness

- Social network sites provide powerful opportunities for individuals and organisation such as VISS to connect with Community members and a global audience however with improper use can expose the unwary to hazards and dangers that users must proactively avoid.
- Supervised use should be encouraged for students
- Social networking is a popular communication tool for adults and children Consequently, students must be skilled and informed about the advantages, disadvantages, opportunities and potential dangers associated with social networks.
- Social networking will form an essential element of our school's curriculum, including studies of Facebook and Twitter and similar mainstream networking sites.

Responsible usage

- Students will learn how to engage with mainstream social networking sites, how to create personal identities, how to communicate with selective others, how to protect their privacy and maintain security, and how to use proper and appropriate internet protocols when communicating.
- Students will be informed about the potential dangers of online social networking, and gain experiences in identifying and eliminating potentially dangerous behaviour.
- Students will be made aware of cyber-bullying, its impact on others, how to avoid and respond to cyber-bullying, and the legal implications and consequences of cyber-bullying. Please refer to VISS Cyberbullying policy Here
- Our school will use Facebook to communicate with our school community
- Our school will provide social networking information evenings for parents and families.
- Students found to be using the school's technologies or internet services inappropriately for any purpose (including unauthorised or unreasonable use of social networking sites) can expect to be dealt with in a manner consistent with our Student Code of Conduct including prohibited internet access.
- Inappropriate comments and images used on any Social media platforms associated with VISS will be deleted will be managed as follows:(depending on incident:
  - Reported to school Management
  - Detention /suspension from school Leadership
  - Blocked form social media platforms
  - Reported to appropriate officials

- Staff members will not engage in social networks with students other than as part of the educational program. They will not *'friend'* students on personal social networks. Please refer to Staff Code of Conduct Here