

BRITANNICA INTERNATIONAL SCHOOL, SHANGHAI

Social Media Policy
Updated September 2024

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1. PURPOSE AND SCOPE

This policy aims to:

- Set guidelines and rules on the use of school's social media channels
- Establish clear expectations for the way members of the school community engage with each other online
- Support the school's policies on data protection, online safety and safeguarding

Staff, students and parents/carers are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

- School IT facilities and equipment
- Equipment belonging to members of staff and students.
- Any other IT/Internet-enabled equipment

All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

1.1 Definition of social media

For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

2. USE OF OFFICIAL SCHOOL SOCIAL MEDIA

The school's official social media channels are as follows:

- Facebook, Instagram, wechat, Weibo and youtube

These accounts are managed by Director of M and A. Staff members who have not been authorised by the Principal to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please speak to the Principal.

2.1 Facebook

Amend as appropriate.

The school will post on Facebook:

- Alerts about changes (e.g., changes to procedures, severe weather updates, staffing changes)
- Reminders (e.g., approaching deadlines, events or class activities, reminders about policies/procedures)
- Advertisements for school events or activities
- Job vacancies or requests for volunteers
- Links to newsletters, guidance and factsheets for parents and carers
- Achievements of students and staff
- Photos or posts about school trips, events and activities
- Seasonal greetings and messages about religious festivals
- Invitations to provide feedback

The school **will not** post on Facebook:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements
- Advertisements for businesses unless directly related to the school
- Links to staff members' personal account
- Surveys that reveal personal information about individuals
- The sale of goods for commercial gain

2.2 Moderation

Staff responsible for our social media accounts will delete as soon as reasonably possible:

- Abusive, racist, sexist, homophobic or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.

- Posts that advertise commercial activity or ask for donations, such as selling items or “fund raisers”
- Surveys that have not been approved and where data privacy rights have not been made clear and personal data handling measures have not been considered.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school’s complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

2.3 Following other social media users

Amend as appropriate.

The school:

- Will only ‘like’ Facebook pages with a non-commercial interest – being ‘liked’ by us does not imply endorsement of any kind

3. PERSONAL USE OF SOCIAL MEDIA BY STAFF

Please note while we recommend members of staff make their private social media profiles unidentifiable to students, we understand many staff will use sites such as X (formerly Twitter) or LinkedIn for professional purposes. It is up to you to decide what is acceptable use for your staff and to amend this section accordingly.

The school expects all staff (including governors and volunteers) to consider the safety of students and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report any safeguarding issues they become aware of.

When using social media, staff **must not**:

- Use personal accounts to conduct school business.
- Accept ‘friend requests’ from, or communicate with, students past or present.
- Complain about the school, individual students, colleagues or parents/carers.
- Reference or share information about individual students, colleagues or parents/carers.
- Post images of students
- Express personal views or opinions that could be interpreted as those of the school.
- Link their social media profile to their work email account.

Any concerns regarding a member of staff’s personal use of social media will be dealt with in line with the staff behaviour policy.

Any communication received from current students (unless they are family members) on any personal social media accounts will be reported to the Designated Safeguarding Lead (DSL) or member of the senior leadership team immediately.

(Advisable) Staff should not have contact via personal accounts with past students (if ongoing communication is required, this should be using via official school channels).

4. PERSONAL USE OF SOCIAL MEDIA BY STUDENTS

The school encourages students to

- Be respectful to members of staff, and the school, at all times
- Be respectful to other students and parents/carers
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Students **should not** use social media to:

- Complain about individual members of staff or other students
- Complain about the school
- Make inappropriate comments about members of staff, other students or parents/carers
- Post images of other staff or students without their permission

Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

5. PERSONAL USE OF SOCIAL MEDIA BY PARENTS/CARERS

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our students.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other students and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers **should not** use social media to:

- Complain about individual members of staff, other parents/carers or students
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or students
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or post inappropriate content that's affects the school's community and policy, will be blocked by the designated moderator.

6. TRAINING AND AWARENESS

Training is given to all staff during new staff induction and INSET

Parents receive training at the start of the year in online safety workshops, which cover the use of mobile phones/cameras/devices

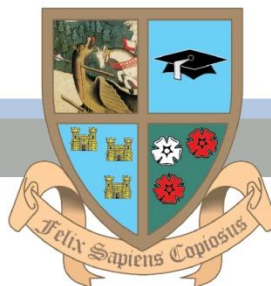
7. MONITORING AND REVIEW

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime). We also reserve the right to disable social media traffic on key networks within the school where the use of social networking is not appropriate, such as wi-fi and wired networks used for teaching.

The Principal will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

8. RELATED POLICIES

- Safeguarding & Child Protection policy
- ICT and Internet Acceptable use policy
- Behaviour policy
- Staff Behaviour/ Code of Conduct policy
- Mobile Phone Use policy
- Insert any other relevant policies



社交媒体政策
更新于 2024 年 9 月

批准人: Paul Farrell 日期: 2024 年 8 月 30 日

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1. 目的和范围

本政策旨在：

- 制定使用学校社交媒体渠道的指导原则和规则
- 为学校社区成员在网上相互交往的方式设立的明确期望值
- 支持学校的数据保护、在线安全和保障政策

教职员工、学生和家長/看护人必须阅读、理解并遵守本社交媒体政策。

本政策适用于因业务和个人目的而使用社交媒体的行为，不论是在学校/工作时间还是其他时间。

- 学校信息技术设施和设备
- 属于教职员工和学生的设备
- 任何其他信息技术/互联网设备

学校的所有成员都应牢记：通过社交网络应用程序分享的信息，即使是在私人空间，也可能受到版权、安全保护和数据保护法律的约束。每个人还必须遵守学校的平等、骚扰、儿童保护、安全招聘、网络安全和信息与传播技术可接受使用政策。

1.1 社交媒体的定义

在本政策文件中，“社交媒体”包括所有允许个人交流和分享信息（包括照片和视频）的技术。这包括 WhatsApp 等群组信息服务。

2. 学校官方社交媒体的使用

学校官方的社交媒体渠道如下：

- 脸书、照片墙、微信、微博和油管视频网站

以上社交媒体账号由学校市场部总监负责运营和维护。未经过校长授权，任何教职工都不得进入或试图进入账户。

如果您希望在学校社交媒体渠道上发布一些信息，请与校长联系。

2.1 关于脸书

酌情修改。

学校会在脸书上发布的内容有：

- 变更提醒（如程序变更、恶劣天气更新、人员变动等）
- 提醒（如截止日期临近、活动或班级活动、政策/程序提醒等）
- 学校事件或活动广告
- 职位空缺或志愿者请求
- 面向家长和看护人的通讯、指南和概况介绍链接
- 学生和教职员工达成的成就
- 有关学校旅行、事件和活动的照片或文章
- 有关节日的季节性问候和信息
- 反馈邀请

学校不会在脸书上发布的内容有：

- 个人的姓名和照片（除非经本人同意）
- 有害或辱骂性评论
- 给特定人士的留言

- 政治声明
- 商业广告，除非该广告与学校直接相关
- 与教职员个人账户的链接
- 揭露个人隐私的调查
- 以商业利益为目的的商品销售

2.2 管理

负责我们社交媒体账户的工作人员将在合理的情况下尽快删除以下内容：

- 攻击性、种族主义、性别歧视、仇视同性恋或煽动性的评论
- 被认为是垃圾邮件的评论
- 个人信息，如电话号码、详细地址等
- 宣传商业活动或要求捐款的内容，如出售物品或“募捐”活动
- 未经批准的调查，数据隐私权不明确，未考虑个人数据处理措施

我们将尽一切合理的努力，按照学校的投诉政策，礼貌地解决个别用户的问题或行为。如果用户多次出现辱骂或不当行为，他们将被屏蔽。

负责本校社交媒体账户的工作人员还将确保在社交媒体平台上分享的所有内容都符合学校社区的年龄要求。

2.3 关注其他社交媒体用户

酌情修改。

学校：

- 学校只“喜欢”非商业性质的脸书页面——但被我们“喜欢”并不意味着任何形式的认可。

3. 教职员个人使用社交媒体

请注意：虽然我们建议教职员不要向学生透露其私人社交媒体个人资料，但我们理解许多教职员会出于专业目的使用 X 网站（即前推特网站）或领英等网站。学校可以自行决定哪些是教职员可以接受的使用方式，并相应修改本部分内容。

学校希望所有教职员工（包括校监和志愿者）在使用社交媒体渠道时，包括以个人身份使用时，考虑到学生的安全和学校的风险（声誉和财务）。教职员工也有责任检查并维护其个人社交媒体账户的适当隐私和安全设置。

教职员工如发现任何安全问题，应及时报告。

教职工在使用社交媒体时，**不允许**出现以下情况：

- 使用个人账户处理学校事务。
- 接受往届或现就读学生的“好友请求”，或与他们交流。
- 抱怨学校、个别学生、同事或家长/看护人。
- 引用或分享有关个别学生、同事或家长/看护人的信息。
- 张贴学生照片。
- 表达可能被理解为学校的个人观点或意见。
- 将社交媒体个人资料与工作电子邮件帐户链接。

任何有关教职员工个人使用社交媒体的问题都将根据教职员工行为政策进行处理。

如果从在校学生（除非是家庭成员）的个人社交媒体账户上收到任何信息，应立即报告给“指定保护领导”（DSL）或高级领导小组成员。

(建议) 教职员工不应通过个人账户与往届的学生进行联系（如需持续沟通，应通过学校官方渠道进行）。

4. 学生个人使用社交媒体

学校鼓励学生：

- 在任何时候都要尊重教职员工和学校
- 尊重其他学生和家長/看护人
- 通过学校官方渠道提出任何投诉或疑虑，以便按照学校的投诉程序进行处理

学生**不应**使用社交媒体进行：

- 投诉个别教职员工或其他学生
- 投诉学校
- 对教职员工、其他学生或家長/看护人发表不当言论

- 未经允许发布其他教职员或学生的照片

任何有关学生使用社交媒体的问题都将根据学校的行为政策进行处理。

5. 家长/看护人个人使用社交媒体

学校希望家长/看护人帮助我们为学生树立安全、负责和适当使用社交媒体的榜样。

在通过官方交流渠道与学校沟通，或使用私人/独立渠道谈论学校时，家长和看护人应当：

- 在任何时候都要尊重教职员和学校工作人员
- 尊重其他家长/看护人及其他学生和儿童
- 通过学校官方渠道提出任何投诉或疑虑，以便按照学校的投诉程序进行处理

家长/看护人**不应**使用社交媒体进行：

- 投诉个别教职员、其他家长/看护人或学生
- 投诉学校
- 对教职员、其他家长/看护人或学生发表不当评论
- 吸引注意或讨论行为事件
- 张贴非自己孩子的照片

我们将尽一切合理的努力，按照学校的投诉政策，礼貌地解决个别用户的问题或行为。若用户屡次辱骂或发布影响学校社区和政策的不当内容，指定管理员将对其进行屏蔽。

6. 培训和认知

在新员工入职培训和全体员工培训期间对所有员工进行相关培训。

家长在开学时接受在线安全讲习班的培训，培训内容包括手机/相机/设备的使用。

7. 监测与审查

出于合法业务目的，我们保留在不另行通知的情况下监控、拦截和审查员工使用我们的信息技术资源和通信系统的活动的权利，包括但不限于社交媒体的发布和活动。这包括确定和证明使用系统的人员达到了预期标准，以及发现和调查未经授权使用系统的情况（包括为防止或侦

查犯罪而必须这样做的情况)。我们还保留在校内不适合使用社交网络的关键网络(如用于教学的无线网络和有线网络)上禁用社交媒体流量的权利。

校长将监督本政策的执行情况,包括确保其不断更新,以反映学校的需求和情况。

8. 相关政策

- 安全保护和儿童保护政策
- 信息通信技术和互联网可接受使用政策
- 行为政策
- 员工行为/行为准则政策
- 手机使用政策
- 填写任何其他相关政策