Social Media Policy

INTRODUCTION

DPS Modern Indian School recognizes the numerous benefits and opportunities that social media offers. The school actively encourages its students to make effective and appropriate use of social media platforms.

Despite the opportunities presented by social media, there are risks associated with it. Social media allows individuals to communicate with a potentially huge audience, and sometimes its informality can encourage us to be less cautious, than what we would be while using other more traditional methods of communication and interaction.

The principles of freedom of expression and academic freedom apply to the use of social media. However, the school reiterates the fact that it is to be used responsibly by restricting oneself within the legal boundaries.

This policy is for students and provides information on the appropriate use of social media when connected, or linked in some way, to their status as a student of the school, or when directly or indirectly referring the school in any way.

SCOPE

- For the purpose of this policy, the term 'Social Media' is used to describe channels dedicated to community-based input, interactions, content sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation and wikis are among the different types of social media.
- They currently include, but are not limited to, Facebook (and Messenger), Instagram, WhatsApp, Snapchat, Allo, Twitter, LinkedIn, Reddit, Pinterest, and Google+.
- This policy applies to social media communications made, both on public and private forums. While posts added to public forums can be seen by any member of the public from the date of publication, students are asked to remember that posts added to private forums can also be shared publically by others. There have been a number of high-profile cases where students across the country have been disciplined after offensive comments, made on private messaging services such as WhatsApp, were captured and subsequently shared. With this in mind, students should remember

that action can be taken by the school, if behavior failing to meet policy guidelines is identified, either publically or privately.

STUDENTS' RESPONSIBILITIES

o Students are encouraged to be mindful of how their identity, statements or views appear online. They are reminded that future employers and industry contacts may view social media profiles when hiring to get an idea of a candidate's character, personality or employability. Students should, therefore, be conscious of stating posts today, that may hinder them, for whatever reason, in the future.

o All students must read and act, in accordance with the principles of these guidelines, and regularly check the School's Student Regulations webpage for any minor updates in documents.

o In addition, it is recommended that students read and act in accordance with the rules and guidelines set out by individual social media companies and providers.

o Students should check the terms and conditions of a social media account and/or website before uploading material to it; by posting material to social media accounts and/or websites, ownership rights and control of the content may be released. For this reason, it is important to exercise caution in sharing all information, especially where the information, expressly or by implication or innuendo, identifies a third party.

o Students must be aware of the potential impact and permanence of anything posted online. Therefore, students should avoid posting anything that they do not wish to be in the public domain.

o Any digital material posted online could reach a wider audience than expected or intended. Once digital content has been created and shared, there is limited control over its permanence and audience.

BEHAVIOR AND CONDUCT ON SOCIAL MEDIA

o Students are personally responsible for what they communicate on or through social media and they must adhere to the standards of behaviour set out in this policy and any related policies, such as Policy on Dignity and Respect Relating to Students.

o Society is increasingly using social media for raising complaints. However, any student wishing to raise a complaint should do so, via the established Student

Complaints Procedure. This is the fastest way to get a response and resolution to your problem.

o Use of social media must not infringe on the rights, or privacy, of other students or staff. Students must not make ill-considered comments or judgements about other students, staff or third parties.

o The following non - exhaustive list is considered to be of an unacceptable nature and should never by posted:

- Confidential information (information about fellow students or staff or personal matters, non-public or not yet approved documents or information).

- Details of complaints/potential complaints and/or legal proceedings/potential legal proceedings involving the school.

- Personal information about another individual, including contact information, without their permission.

- Comments posted using fake accounts, made-up names or using another person's name without their consent.

- Inappropriate material, including images, that is, or may be perceived to be threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual, group or entity.

- Any other posts that constitute, or may constitute, a criminal offence.

- Anything which may bring the school into disrepute or compromise the safety or reputation of colleagues, former colleagues, students, staff and those connected with the school.

o Students should be mindful that statements on social media that cause harm to an individual, including their reputation, or that interfere with an ongoing disciplinary/legal process, may create a potential claim against the individual making the statement. Furthermore, this may extend to the sharing of statements made by others.

o Students should also be aware that communications on social media are also subject to legislation, which aim to prevent interference with legal proceedings regardless of intent to do so.

- o Students must take particular care not to state or imply that their views are those of the school when using social media, nor use the school logo at any time.

CYBER BULLYING

- o The school will not accept any form of bullying or harassment by or of members of school, students or stakeholders.
- o The following non-exhaustive list of examples illustrate the types of behaviour, displayed through social media, which the school considers to be forms of cyber bullying:
  - ▪ Maliciously, negligently or recklessly spreading rumours, lies or gossip.
  - ▪ Intimidating or aggressive behaviour, as perceived by those viewing the social media.
  - ▪ Offensive or threatening comments or content, as perceived by those viewing the social media.
  - ▪ Posting comments/photos etc. deliberately, negligently or recklessly mocking an individual with the potential to harass or humiliate them, as perceived by those viewing the social media.
- o Cyber bullying may also take place via other means of electronic communication such as email, text or instant messaging.

BREACH OF THE POLICY

- o If a student is found to have acted in breach of this policy, it may lead to disciplinary action being taken against them, in accordance with the General Regulations and Procedures Affecting Students.

- o Any individual suspected of committing a breach of this policy will be required to cooperate with any investigation, in accordance with the disciplinary procedure. Non - cooperation may lead to further disciplinary action, in accordance with the General Regulations and Procedures Affecting Students.

- o Any individual may be required to remove internet or social media posts that are found by the school to be in breach of the policy. Failure to comply with such a request may result in further disciplinary action.

MONITORING

The school will
- o Ensure to monitor references to the school on social media and the internet and respond to complaints regarding student conduct on social media.
- o Take disciplinary action where inappropriate behaviour is exhibited and that which affects students, staff, the school or members of public.
- o Periodically review and update this policy and any other associated policy and guidelines and publish details of any changes.

TIPS AND HINTS ON STAYING SAFE ON SOCIAL MEDIA

We all recognize the enormous benefits and opportunities that social media presents and we actively encourage our students to use social media to communicate and keep in touch with latest news and research in their area.

Despite the opportunities, there are risks associated with it. Social media allows individuals to communicate with a potentially large audience, and sometimes its informality can encourage us to be less cautious than we would ordinarily be.

These tips are to help you when you are considering posting on social media.

- **Remember, everything you post online is public**. Once it's out there you lose control of how others might interact with it. Posting anything online (even on closed profiles or private messaging services, like WhatsApp, for example) has the potential to become public, even without your knowledge or consent.

- **Think before you post.** Would you be happy for your family, the school management or your teachers to see it? If not, then it's probably not a good idea to post it. There have been a number of high profile cases where students across the country have been disciplined after offensive comments made on private messaging services, like WhatsApp, were captured and subsequently shared.

- **Consider how the content of your messages may appear to others.** Offensive materials, including text, images and video, have the potential to cause serious upset and severely damage your professional and personal reputation.

- **Check your privacy settings**. Protect your personal information and that of others that could be misused. Think about who can see your address, telephone number, date of birth and email address. And, definitely don't share your bank details online. Also remember that while you may be sharing the content privately (on your own private profile or in a private forum) others can share that content publically if it is available. Make sure you familiarize yourself with expectations regarding professionalism.

- **Be aware of sharing third-party materials**. Do you need permission to share the materials or should you, as a matter of courtesy, contact the party? Make sure you check before posting as infringement of rules could break copyright and/or intellectual property laws.