

## **SOCIAL MEDIA POLICY**

The purpose of this policy is to govern the appropriate use of social media platforms by educators, non-educators and learners.

Oakley House School (the School) respects the individual privacy of educators, non-educators and learners. However, this privacy does not extend to their work- and school-related conduct or to the use of equipment, resources or supplies provided by the School.

In terms of the regulation of interception of communications and provision of communication-related information act 70 of 2002, "any person ... may intercept any communication if he or she is a party to the communication, unless such communication is intercepted by such person for purposes of committing an offence". The School may therefore intercept any communication that is conveyed through the School's information systems or social media platforms and that refers to any information regarding the school.

The following applies:

- The School is committed to the highest standards of conduct and ethics, and its success is built on integrity in all school matters. The School recognises the evolution of social media as a mechanism of communication. It is important to be used responsibly and appropriately in relation to the School's business and the larger school community.
- It is understood that social media is the means of interaction among people during which they create, share and exchange information and ideas in virtual communities and networks. Social media can include, but is not limited to text, audio, video, images, podcasts, blogs, wikis and photo-sharing, including YouTube, Flickr and Instagram, as well as online social networks such as Facebook, Twitter, LinkedIn, Google+, Myspace and any other multimedia communications.
- It is understood that social media platforms are blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed via the web, a mobile device, text messaging or any other existing and/or future communication medium.
- It is important for educators, non-educators and learners to understand both the advantages and the potential risks of social media, so that they may enhance their use thereof and avoid or mitigate the risks inherent in social media.

- Educators, non-educators and learners using any social media platforms for purposes related to business at the School or which may in any manner link such use with the School, must comply with the following:
  - Only persons who are authorised by the Director (“authorised persons”) may engage in social media communication on behalf of the School;
  - Only authorised persons may comment on any aspect of the School and/or any matter in which the School is involved. When making such comment, the authorised person must identify him/herself.
  - An authorised person who engages in social media communication on behalf of the School must ensure that he/she is familiar with the School’s view on specific issues, and should not express views that are inconsistent with those set out by the School.
  - The School may instruct authorised persons to avoid certain subjects/topics, and has the right to monitor and review authorised persons’ comments and submissions. The School shall take appropriate action against any authorised person who makes comments or submissions that have not been authorised by the School.
  - Any person who does not have authority to make statements on behalf of the School, must clearly indicate that the statement is their own opinion and does not represent the School or any other person at the School.
  - Only the official and approved logo and branding may be used.
  - All relevant policies, procedures and standards adopted by the School governing the publication of School information, its information security and communications must be adhered to.
  - All confidentiality obligations must be strictly observed and any confidential information using social media or any other communication platforms must not be communicated.
  - The contents of postings must be kept accurate, respectful, ethical and legal;
  - No person may post:
    - information which may be detrimental to the School, any of its employees or stakeholders;
    - information or comments pertaining to colleagues;
    - any person’s and/or learner’s private information (including photographs or images of the person) of whatever nature, without the authority of the person, parent and/or guardian;
    - any inappropriate, obscene or pornographic images;
    - any communication or image which may be defamatory or violate the rights of any party;
    - any communication which is offensive, threatening, abusive, harmful, hateful, malicious, discriminatory, demeaning, derogatory or which amounts to unlawful harassment or discrimination;
    - illicit photos, profanity or other derogatory content;
    - a communication which violates the intellectual property rights of third parties.

- If any educator, non-educator, learner or parent posts a remark, photo or video on any social media platform that may harm the reputation of the School, and affiliation to the School is identified, known or presumed, such educator, non-educator or learner will be subject to disciplinary and legal action. Legal action may be taken against a parent who jeopardises the School's reputation.
- Authorised persons must regularly review the content of social media postings and remove any information that could reflect negatively on the School or its clients (for example, inappropriate comments made in response to postings).
- Educators and non-educators using social media platforms for non-business purposes may be accountable to the School if they use the School's equipment to access such sites; and/or if they access such sites during work hours (even if using their own equipment) in any manner that interferes with the proper performance of their duties.
- Educators' and non-educators' postings on personal social media platforms may also not in any way impact negatively on the School or anyone related to or associated with the School.