Cedarwood School

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Cedarwood School
Social Media Management Guidelines and Policy for Pupils
This policy must be read in conjunction with the POPIA Manual, Code of Conduct and Vision, Mission, and Values of the school.

Purpose of the Policy

The purpose of this policy is to establish guidelines for the appropriate and responsible use of social media by pupils of Cedarwood School. This policy aims to promote respectful communication, protect individual privacy, and maintain the school's reputation in the online sphere.

By implementing a clear and comprehensive social media policy, Cedarwood School aims to foster a positive and respectful online environment that reflects the values upheld within the school community.

Scope

This policy applies to all pupils associated with Cedarwood School and for the understanding of parents, and staff.

General Guidelines

- All social media interactions should align with the values and code of conduct of Cedarwood School.
- Respect for others' opinions and diversity of thought must be maintained in all online interactions.
- Protect confidential and sensitive information about the school, its pupils, staff, and stakeholders.
- To refrain from using social media platforms in and outside of school to harm the dignity of others.

Personal use of Social Media

- Pupils should exercise caution and consider the potential impact of their posts on personal relationships.
- Personal social media accounts should not be used to represent the school officially or to speak on behalf of the school.
- It is advised that whilst a pupil is in attendance at Cedarwood School, staff, parents, and pupils refrain from befriending each other on social media as this impedes professional boundaries.

Pupils, **may not** post:

- o statements on behalf of the School, without clearly indicating that the statement is their own opinion and does not represent the School or any other person at the School;
- o statements that may be detrimental to the School, any of its pupils, employees or stakeholders;
- o information or comments pertaining to staff or pupils;
- o any person's / pupil's information (including photographs or images of the person) of whatever nature, without the authority of the pupil/staff/parent/guardian;
- o any inappropriate, obscene, or pornographic images;
- o any communication or image which may be defamatory or violate the rights of any party;
- o any communication that is offensive, threatening, abusive, harmful, hateful, malicious, discriminatory, demeaning, derogatory or which amounts to unlawful harassment or discrimination.
- o illicit photos, profanity or other derogatory content;

Privacy and Security

- Individuals should not share personal contact information or any confidential school-related information on public platforms.
- Exercise caution when sharing photos or videos that may compromise personal privacy or safety.
- Be aware of posting pictures that have the school branding (uniform, posters, branding signs). If this is in the background, the content of the post must align with the School's values.

Cyberbullying, Harassment and any other improper social media engagement

- Cyberbullying, harassment, and any form and other form of improper engagement are strictly prohibited.
- Pupils are to report any instances of cyberbullying or harassment that happen during school hours to appropriate school authorities.
- Any cyberbullying and/or harassment that takes place outside of school hours and has an effect on pupils within the school environment, **the school will notify parents and subsequent restorative action will be offered. The school will not take disciplinary action against any such cases that take place outside of school hours. The school will, however, in cases where cyberbullying or social media harassment which happens outside of school hours and where bullying or harassment behaviour spills over during school hours, reserve the right to take disciplinary action as deemed fit by the disciplinary committee.**

Recommendation to Parents

- Parents are encouraged to monitor pupil's social media interaction and work with the school in educating pupils on appropriate etiquette for online communication

and posting. Having said this, parents are also encouraged to work with the school in restorative measures following from inappropriate social media usage.

- Parents should encourage to help to block others who, in any shape or form, are trying improperly engage with their child.

Training and Education
The school will endeavour to provide continuous and updated training and education on responsible social media use to pupils.

Date	Page no, heading, brief description of changes	Entered by
13/11/23	New Policy	P Kotze