

**KAMUZU**  **ACADEMY**



**SOCIAL MEDIA POLICY**

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## **I PURPOSE**

At Kamuzu Academy, our community members use social media platforms to connect with Students, teachers, current and prospective parents and alumni. This may include promotional materials, educational content, and information about the Academy activities.

The social media policy has been prepared keeping the interest of the Academy community in mind. The Academy recognises that teachers, students and parents engage with social media applications. These applications include, but are not limited to, Facebook, Snapchat, Instagram, Twitter, Blogs.

We expect that all members of the community will uphold the Academy values in all their interactions on social media platforms. Actions of students, staff and parents will uplift the image of the Academy and not cause harm in any way.

Therefore, it is expected that Kamuzu Academy staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to present offensive or inappropriate content or to misrepresent any member of the school community.

## **II AIM**

Through this policy, we aim to

- Encourage social networking to be used in a beneficial and positive way.
- Safeguard staff, pupils, parents and members of the public from abuse through social networking.
- Safeguard the reputation of the Academy, other schools, other organisations and employers from unwarranted abuse through social networking
- Set out the procedures that will be followed where it is considered that any member of the Academy community has inappropriately or unlawfully used social networking.
- Set standards of behaviour for the use of Social Media that are consistent with the values and expectations of Kamuzu Academy.
- Protect the safety and wellbeing of students, teachers and the Academy community. If however, there is a breach of the Kamuzu Academy Social Media Policy the Academy will undertake disciplinary action and will be dealt with on a case by case basis. All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to the child protection officer and action will be taken up from there.

### III PRIVACY PROTECTION

To ensure the safety of the community, Kamuzu Academy will never post or release information that is considered private and confidential. This includes posting conversations, personal schedules, addresses, phone numbers, etc without written consent.

Photos of students will not be posted on the Academy's social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students are automatically opted in.

### IV DEFINITIONS

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

These sites include, but are not limited to: Facebook, Snapchat, Twitter, Whatsapp, LinkedIn, Google+, KIK, Tiktok, Instagram, SMS, YouTube and includes emails and mobile devices.

Please see appendix 1 for more detailed definitions.

The word **staff** in this policy is applicable to the administration staff, those working on a contract through an agency or volunteers.

Teachers and others on a teaching contract with the school are referred to as **Faculty** in the policy.

In this policy, the word **parents** are used to mean the parents, guardians, carers and others with parental responsibility for a pupil at the school.

**Staff and Faculty will:** Plan for the inclusion of cyber safety awareness within the curriculum with guidance from relevant education authorities.

**Parents will:** Be responsible for being aware of and informed about their children's online activity and be proactive in the supervision and guidance of their children taking into account this policy and in particular the school's core values.

## V STUDENT GUIDELINES

When using Social Media, students are expected to ensure that:

- they read and agree to the terms and conditions of various Social media sites as many of them have age restrictions for their use. Eg Facebook, Instagram and Gmail are all restricted to those 13 years of age and above.
- any student accounts created with incorrect birth details will be dealt as cases of violation of this policy and will go through the procedures mentioned under the Kamuzu Academy code of conduct.
- they are aware of what they are posting online and that Social Media sites and applications are public forums.
- they are not permitted to join a staff member's areas on networking sites. If students attempt to do this, the member of staff is to refuse the student access.
- they will not access social networking sites during the Academy working day.
- they respect the rights and confidentiality of others.
- they do not impersonate or falsely represent another member of the Academy community.
- they do not bully, intimidate abuse, harass or threaten other members of the Academy community.
- they do not make defamatory comments towards other members of the Academy community.
- they do not use offensive or threatening language or resort to personal abuse towards each other or members of the Academy community.
- they do not harm the reputation of the Academy or those within its community.
- they do not upload video, audio or photographs of any member of the Academy community (student, parents or staff).

## VI PARENT GUIDELINES

Facebook, Instagram, classroom blogs and other Social Media tools open up communication between students, parents and teachers. This kind of communication and collaboration can have a large impact on learning at Kamuzu Academy. The Academy encourages parents to participate in such activities when appropriate but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community but will be a model for our students as well.

### *Parents should*

- be aware that many Social Media sites have age restrictions that DO HAVE implications for their primary aged children.
- monitor their children's online social media activity and read the terms and conditions of various Social Media sites and applications their children are interested in using. Parents need to be aware that many of them have age restrictions for their use. Eg. Facebook, Instagram and Gmail are all restricted to those 13 years of age and above.
- be careful about posting media online, before uploading photos, audio or video, parents need to seek appropriate permission from any individual involved. This most particularly applies in relation to the privacy of the staff at Kamuzu Academy.
- understand online mode of communication, online postings and conversations are not private. Do not share confidential information, internal Kamuzu Academy discussions, or specific information about students, staff or other parents.
- refrain from spreading false or unsubstantiated rumours or false information with regards to the Academy community and its members.
- not use social media without appropriate consent if involved in assisting classroom activities.
- avoid making defamatory statements while commenting on the Academy's official page.
- not discuss students or staff or publicly criticise the Academy policies or personnel on social networking sites.

## VII STAFF AND FACULTY GUIDELINES

As members of staff and faculty at Kamuzu Academy, the policy is applicable to the following domains while posting anything on social media.

- On behalf of the Academy
- As part of their work directly with pupils
- In their wider professional lives which includes but is not limited to forums, blog comments, Facebook groups, whatsapp groups or groups on any other online platforms.
- In their personal lives.

Social Media in relation to staff and faculty relates to blogs, wikis, podcasts, digital images and video, instant messaging and mobile devices.

- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students.
- Staff and faculty should not accept students as 'friends' on their own social network sites or interact with students on social networking sites.
- Staff, faculty and student online interaction must occur only in an educational context.
- Staff and faculty are advised to NOT accept ex-students( below the age of 18 years) or parents of current students as friends on personal Social Media sites.
- Staff and faculty must not discuss students or colleagues or publicly criticise the Academy policies or personnel on social networking sites.
- Staff and faculty do not have permission to post photographs of students on their personal social media pages that would identify any child.
- Staff and faculty are personally responsible for the content they publish online. Staff need to be mindful that what they publish will be public for a long time.
- The lines between public and private, personal and professional are blurred in the online world. If staff and faculty identify themselves online as affiliated with Kamuzu Academy then they need to be aware that they are by definition



representing the entire Academy community. Staff and faculty should ensure that the content associated with them is consistent with their work at the Academy and the Academy's values and ethos.

- Staff and faculty must respect the wishes and privacy of any other members of their Academy community with whom they have personal social media contact.
- Staff and faculty should not participate in spreading false or unsubstantiated rumours or false information in regards to the Kamuzu Academy community and its members.
- When contributing online, staff and faculty should not post confidential student information or any media related to students.
- Staff and faculty need to use Kamuzu Academy devices to take evidences of work done by students.

## **VIII REPORTING CONCERNS**

- We understand that technology is ever-changing, if you have any questions or issues please address them to the Headmaster.

### ***Sharing and Tagging School Social Media :***

Students and Parents are welcome to share the postings from the official Kamuzu Academy page to their personal accounts, we encourage you to do so and help the school in its promotional activities. We do not encourage you to tag Kamuzu Academy's official page to your personal postings. If there are significant achievements of your child which you would like to showcase on the school social media pages, we request you to send an email to the Headmaster.

### ***Other documents to be Referred:***

- Kamuzu Academy's Child Protection Policy.
- Code of Conduct.
- Acceptable Use Policy for Digital Devices.
- Staff Conduct and Discipline Policy.
- Student Terms and Conditions.
- Bullying Policy.



All cases will be investigated following the procedures written in the Child Protection Policy. Student Terms and Conditions will be applicable to students, Staff Conduct and Discipline Policy will be applicable to staff and faculty as a course of further action required on a case to case basis.

## **IX APPENDIX 1**

### ***Definitions***

*Social Media Social networking sites:* are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends. *Video, audio and photo sharing websites:* are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over eg, Flickr, YouTube, iTunes U, Vimeo, SoundCloud

*Blog:* A blog (short for web log) is a kind of online diary, where you regularly post about your life, your passions, business, news or other interests. It is a way of having your own space in the virtual world eg, WordPress, Blogger

*Microblogging apps:* are websites that post micro-blog like posts to announce what you are currently doing eg, Twitter, Tumblr

*Location-based apps:* (also known as *Geolocation*) are applications with the capability to detect and record where you and other people are located

*Wikis:* are websites where users create, edit and share information about a particular subject or topic eg, Wikipedia, Wikispaces

*Online gaming:* are games played over some form of computer network and are often based around a community of users eg, Steam

*Forums or message boards:* are online discussion sites where people can hold conversations in the form of posted messages

*Online multiplayer gaming platforms:* are multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world (e.g. World of Warcraft)

## **X UNDERTAKING FOR STAFF AND FACULTY**

I have read and understood the Social Media Policy of Kamuzu Academy.

I hereby declare and affirm that I agree to adhere and abide by the said policy and guidelines. In case of any violations of the said policy in my direct and indirect interactions online over the social media may either lead to termination of employment and/or suitable disciplinary and legal actions as per the applicable laws and rules.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature of the Headmaster and Seal

\_\_\_\_\_

## **XI UNDERTAKING FOR PARENTS**

I have read and understood the Social Media Policy of Kamuzu Academy.

I hereby declare and affirm that I agree to adhere and abide by the said policy and guidelines. In case of any violations of the said policy in my direct and indirect interactions online over the social media may legal actions as per the applicable laws and rules.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature of the Headmaster and Seal

\_\_\_\_\_

## **XII UNDERTAKING FOR STUDENTS**

I have read and understood the Social Media Policy of Kamuzu Academy.

I hereby declare and affirm that I agree to adhere and abide by the said policy and guidelines. In case of any violations of the said policy in my direct and indirect interactions online over the social media may lead to action as given in the Student Terms and Conditions and legal actions as per the applicable laws and rules.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature of the Headmaster and Seal

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