



Open minds campus

Reviewed annually

A community of self-directed learners

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Social Media Policy

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Purpose

The purpose of this policy is to help preserve and foster a safe, non-disruptive educational environment for effective teaching and learning, to maintain and foster order and discipline, to deter students from actions detrimental to themselves, their peers or the general cultural principles embraced by the school, and to achieve these objectives consistent with the law.

Social media is the collective of online communications channels dedicated to community-based input, interaction, 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.

Open Minds Campus' employees, parents, and students should always do the following when using social media:

Use good judgement

- Good judgement is always expected.
- Regardless of personal privacy settings, assume that all the information shared on social networks is public information.
- Knowledge of the Open Minds Campus Respectful Behaviour Policy, Employee Code of Conduct, and all policies around the use of Information Technology equipment is imperative.

Be respectful

- Always treat others in a respectful, positive, and considerate manner.

Be responsible and ethical

- Unless authorised to do so, no person may speak on behalf of Open Minds Campus as a spokesperson. It should be made clear that all stated views are personal views.
- All employees at Open Minds Campus using social networks should be open about their affiliation and the role/position they hold at Open Minds Campus when brought into question.

Be a good listener

- One of the biggest benefits of social media is that it gives others another way to talk to one another, ask questions directly and share feedback.
- Collaboration means that Open Minds Campus' employees and pupils should be responsive to others when conversing online: provide answers, thank people for their comments, ask for further feedback, etc.
- Always be doing at least as much listening and responding as you do "talking".

Ensure the privacy of personal information

- Respect for others means **never** giving out personal information about other students, staff members, parents, or anyone else.
- Critical interrogation of information received via social media is essential – never accept received information as factual unless it has been verified.

Persons of Open Minds Campus should be cautious with respect to:

Use of Media

- Brands, trademarks, copyright information should be always respected.
- No recordings may be taken of people, conversations, etc. without their written consent.
- Where recordings have been taken with consent, these may not be posted, forwarded, or shared without permission. Recordings include the use of any social media form; for example, screenshots, WhatsApp conversations, photographs, posts, etc.
- It is not acceptable to post inappropriate pictures of others without their expressed written consent.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook, WhatsApp groups and other social networks involves passing on interesting content or linking to helpful resources. However, Open Minds Campus is ultimately responsible for any content that is shared. Do not blindly repost a link without looking at the content first.
- Security warnings that pop up on computers serve a purpose. Pay attention to these before clicking on the link. Please report these.

- Ensure that the terms and conditions of tools like Twitter and Facebook are clearly understood.
- If Open Minds Campus is mentioned as place of work or study in any social media communication and any defamatory comments are made, this could result in a disciplinary process, even if the comments made are unrelated to Open Minds Campus.

Cyberbullying

Any form of cyberbullying goes totally against the Open Minds Campus Policies and will not be tolerated. Cyberbullying includes harassing, dissing, flaming, denigrating, impersonating, roasting, outing, tricking, excluding, and cyberstalking on social media. Email or comments intended to scare, hurt, defame, or intimidate someone else are unacceptable and will be dealt with in terms of the Pes.

Procedures

The following principles apply to professional use of social media on behalf of Open Minds Campus as well as personal use of social media when referencing Open Minds Campus.

Persons need to:

- Know and adhere to the Open Minds Campus Employee Code of Conduct, Respectful Behaviour Policy and/or other company policies when using social media in reference to Open Minds Campus.
- Be aware of the effect their actions may have on their images, as well as Open Minds Campus' image. The information that is posted or published may be public information for a long time.
- Be aware that Open Minds Campus may observe content and information made available through social media. Open Minds Campus should use their best judgment in posting material that is neither inappropriate nor harmful to Open Minds Campus, its employees, parents, or students.
- Know that, although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- Refrain from publishing, posting, or releasing any information that is considered confidential or not public. If there are questions about what is considered confidential, this should be checked with the Open Minds Team.

- Know that social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions.
- Know that if any person finds or encounters a situation while using social media that threatens to become antagonistic, they are advised to disengage from the dialogue in a polite manner and seek advice.
- Get appropriate permission before referring to or posting images of current or former employees, parents, students, vendors, or suppliers. Additionally, appropriate permission should be obtained before using a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.
- Know that social media use should not interfere with employees' or students' responsibilities at Open Minds Campus. Open Minds Campus' computer systems are to be used for business and educational purposes only. When using the computer systems, use of social media for business purposes is allowed (e.g.: Facebook, Twitter, Nova Pioneer blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.