



SOCIAL MEDIA POLICY

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INTRODUCTION

This Social Media Policy is grounded in the understanding that while digital platforms such as Facebook, Instagram, Twitter, WhatsApp, and collaborative tools like Wikipedia offer powerful means of communication and engagement, their misuse can pose significant risks. The School recognises the educational and social benefits of these tools but also acknowledges the growing concerns around issues such as cyberbullying, online harassment, and the inappropriate sharing of content. This Policy sets out the principles that all staff members, students, and their parents are expected to follow when accessing or engaging with social media, with the aim of promoting safe, respectful, and responsible digital behaviour. It reinforces the School's commitment to protecting the emotional wellbeing, privacy, and dignity of all its members and safeguarding the School's reputation. Instances of online misconduct that involve intimidation, threats, or harm may also amount to violations under the School's **Child Protection Policy** and **Anti-Bullying Policy**, both of which address overlapping concerns related to digital conduct. Read together, these policies strive to foster a secure and inclusive learning environment where students can participate in online spaces without fear, and where public confidence in the School's values and operations is preserved.

1. GENERAL EXPECTATIONS FROM STAFF, STUDENTS AND PARENTS OF THE SCHOOL

1.1 Professional, responsible and respectful conduct

- (a) No one shall engage in any activity involving social media which might bring disrepute to the School.
- (b) No one shall represent their personal views as those of the School's on any social medium.
- (c) No one shall discuss personal information about staff and students of the School and/or any activities of the School.
- (d) No one shall use social media and the internet in any way to attack, insult, abuse or defame students, their family members, staff, other organizations or the School.
- (e) No individual shall create, alter or publish any online content in the name of or on behalf of the School without the prior written approval of the School Management.
- (f) No one shall post or release information that is considered confidential or private and unless specifically instructed by the School to do so.
- (g) No social media groups or communities shall be formed using the School's name and/or logo.

1.2 Sharing and Handling of Personal Information

- (a) Everyone shall proceed with caution wherever they are asked to share birth date, address and cell phone number on any website.
- (b) Everyone shall avoid talking about personal schedules, situations and whereabouts.
- (c) No one shall share travel itineraries of School trips or future plans on any of the social networking sites.
- (d) No one shall share or transmit personal information of students, parents and staff online.
- (e) Publicity of students' achievements on the school's official website(s), social media handles and in print media shall be at the sole discretion of the School Management. Parental permission shall not be required for this purpose.

1.3 Posting Images with caution

In the absence of express authorization from the School Management;

- (a) No one shall post any photographs of any student or staff of the School.
- (b) No one shall use the School's brand, trademarks, copyright.
- (c) In event of any self-photograph being posted, the photos of any student or teacher must be excluded and/or have their faces blurred. Exceptions include images which are taken at public meetings and/or events where there is no expectation of privacy.

2. GENERAL EXPECTATIONS FROM STAFF, STUDENTS AND PARENTS OF THE SCHOOL

The parents of the students of the School shall;

- (a) Not post photos, videos or comments that include other students at the School.
- (b) Not tag other students, staff or school official handles in posts or comment related to School activities without express consent of concerned individuals/individuals intended to be tagged.
- (c) Not use social media while in the School Premises.
- (d) Raise queries, concerns and complaints in the manner provided under the Parental Code of Conduct and never on social media, whether on their own pages, in closed groups or on the School's pages.
- (e) Not spread rumors, screenshots or audio/visual clips pertaining to any student, teacher, staff or management of the School.
- (f) Not post or publish anything malicious about the School, its staff or management.
- (g) Exercise strict and consistent supervision over their ward's social media usage across all devices, with the objective of safeguarding them from exposure to cyber predators and other online threats.

- (h) Bring up any concerns that the child may be facing, that may be adversely affecting the child, with the Class Teacher.
- (i) Monitor the child's online and social media activity to ensure they are not engaging with any inappropriate content or activity or undertaking any dangerous games.
- (j) Install a good cyber/mobile parenting software which helps in monitoring the child's activities.
- (k) Immediately address the issue with the child or seek professional help if the child shows one or more of the following symptoms or signs:
 - i. Unusually secretive behaviour, mostly related to activities on social media;
 - ii. A sudden increase in the time they spend on their online activities;
 - iii. They seem to change screens when someone approaches them;
 - iv. They become withdrawn or angry after using internet or sending text messages;
 - v. Their device suddenly has a lot of new phone numbers and email contacts;
 - vi. They are becoming withdrawn from family and friends;
 - vii. They are persistently in low mood or unhappy;
 - viii. Looking worried that stops him/her from carrying out day to day tasks;
 - ix. Having a sudden outburst of anger directed at themselves or someone else;
 - x. Having loss of interest in activities that they previously used to enjoy;
 - xi. Having visible marks like deep cuts or wounds on any parts of the body.
- (l) Immediately seek professional help, if the parent feels that the child may be at risk of self-harm due to social media content.
- (m) Provide moral support to the child and ensure that you are with them if they face any life challenges.

3. DUTIES OF THE STUDENTS

The students of the School shall:

- (a) Not join or subscribe to online channels if they are below the permitted age as prescribed by any particular website, channel, application etc.
- (b) Promptly report any instance of abuse, inappropriate conduct, or cyberbullying to the Class Teacher or any other teacher/staff member or any member of the Anti-Bullying Committee of the School, the student feels comfortable confiding in, while also informing their parents.
- (c) Not access social media on school devices including but not limited to School computers and iPads assigned to students for Curriculum delivery.
- (d) Not give out personal information of either of themselves or any other student, teacher or staff member such as address or phone number or pictures to unknown persons on internet.
- (e) Not open emails or attachments from unknown people.
- (f) Not become online friends with unknown people.

- (g) Never arrange to meet someone in person whom they have met online.
- (h) Tell/inform their parents, if anything they see or read online worries them.
- (i) Inform their parents and teachers if they notice any unusual behaviour of any fellow student such as:
 - i. Unusually secretive behaviour, mostly related to activities on social media;
 - ii. A sudden increase in the time they spend on their online activities;
 - iii. They seem to change screens when someone approaches them;
 - iv. They become withdrawn or angry after using internet or sending text messages;
 - v. Their device suddenly has a lot of new phone numbers and email contacts;
 - vi. They are becoming withdrawn from friends;
 - vii. They are persistently in low mood or unhappy; Looking worried that stops him/her from carrying out regular School functions and tasks;
 - viii. Having a sudden outburst of anger directed at themselves or someone else;
 - ix. Having loss of interest in activities that they previously used to enjoy;
 - x. Having visible marks like deep cuts or wounds on any parts of the body.
- (j) Ascertain the age appropriateness of an online activity before joining.
- (k) Use the strongest privacy setting when setting up profile. This ensures that only desirable people will be able to view their information.
- (l) Share and/or download pictures and videos very carefully.
- (m) Refrain from downloading illegal content and/or content not appropriate for their age.

4. MONITORING OF INTERNET USE

All digital activity conducted using the School infrastructure – WiFi devices, accounts, is subject to strict monitoring by the IT Department of the School.

5. BREACH OF THE POLICY

Any breach of this Policy shall attract appropriate consequences, as outlined below:

Staff: Breaches by staff shall be dealt with in accordance with the School's internal disciplinary procedures and the terms of their employment contract. Where such conduct constitutes an offence under applicable law, the matter shall be reported to the relevant legal authorities.

Parents: Breaches by parents, including the publication or circulation of malicious, defamatory, or false statements about the School, its staff, or management—whether on public forums, private groups, review platforms, or social media—shall be treated with utmost seriousness. The School reserves the right to initiate legal proceedings and/or report such conduct to the appropriate authorities in accordance with applicable laws governing online harassment and defamation.

In addition, the parent shall be solely liable for any resulting damage or claim and shall be required to indemnify and hold the School harmless. In instances where such behaviour is deemed damaging to the dignity, safety, or orderly functioning of the School environment, the School Management reserves the right to take further measures in the overall interest of the student body, including, in extreme cases, the issuance of a Transfer Certificate to the ward of the offending parent.

Students: Breaches by students shall be dealt with under the School's Student Disciplinary Policy. Acts of cyberbullying, including online harassment, impersonation, exclusion, or malicious sharing of content, whether during or outside School hours, shall be addressed in accordance with the Anti-Bullying Policy and the Child Protection Policy, as applicable. The School is committed to upholding a safe, inclusive, and respectful digital environment for all students.

