

## **GUIDELINES FOR THE EFFECTIVE AND RESPONSIBLE USE OF SOCIAL MEDIA**

Dear Parents,

In today's digital age, social media platforms play a significant role in communication, education, and community building. While these platforms offer numerous benefits, it is crucial that we use them responsibly to ensure a positive and safe online environment for everyone. The aim of the **School's Social Media Policy** is to provide guidelines to help students, staff, and parents use social media effectively and responsibly, ensuring that such use is consistent with the school's values and educational mission.

These guidelines apply to all students, staff, and members of the school community when using social media platforms (any online platform for communication and sharing of information, including but not limited to Facebook, Twitter, Instagram, TikTok, Snapchat, YouTube, and blogs), both on and off school property.

### **GENERAL GUIDELINES**

1. All interactions on social media should be respectful and in accordance with the school's code of conduct.
2. Personal information about students, staff, and school matters should not be shared without appropriate consent.
3. All information shared must be accurate and should not mislead or spread false information.
4. Staff members must not represent the school on social media without authorization. Personal social media accounts should clearly state that opinions are personal and not representative of the school.
5. All images and quotes/ testimonials of school staff or parents will be published only after obtaining their written consent. In the case of students, parents must provide consent to publish their child's picture or quote.
6. Candid pictures of staff or children will not be published without their consent to protect their privacy online.

### **GUIDELINES FOR STUDENTS**

1. Students should use social media responsibly and understand that their online actions can have real-world consequences. The school will not be responsible or become a party in case any legal matter is reported due to online interaction between individuals using the school's social media platform.
2. Cyberbullying, harassment, or any form of misconduct on social media will not be tolerated and may be subject to disciplinary action by the Child Protection Committee.
3. Students should not share personal information or images of others without their consent.
4. Social media can be used for educational purposes, such as class projects or school clubs, with prior approval from a teacher or administrator. Use social media to collaborate and learn, not to cheat.
1. Students must note that digital footprints cannot be erased and what one posts online can have long-term consequences for individual's reputation and future opportunities.

### **GUIDELINES FOR STAFF**

1. Staff should maintain professional boundaries with students on social media. Direct communication with students via personal social media accounts is discouraged.
2. Staff should not share confidential information about students, colleagues, or school operations on social media.
3. Staff should model positive digital behaviour and the use of social media.
4. School Staff managing official school social media accounts must ensure content is appropriate, informative, and aligns with school policies and values.

### **GUIDELINES FOR PARENTS**

1. Parents are encouraged to monitor their children's social media use and discuss responsible online behaviour.
2. Parents should respect the privacy of students and staff by not sharing images or information from school events without consent.

### **CONSEQUENCES OF MISUSE OF SOCIAL MEDIA**

Violations of this policy may result in disciplinary action, including suspension or expulsion for students, and disciplinary action for staff, up to and including termination. Legal consequences may also apply if social media use violates laws or regulations.

### **REPORTING AND SUPPORT**

1. Any concerns or violations of this policy should be reported to the school administration immediately by the staff, parents and students and by the Prefectorial Board of the school.
2. The school will provide support for individuals affected by negative social media interactions and offer educational resources on digital citizenship.

**This policy will be reviewed annually and updated as needed to reflect changes in technology and social media trends. Parents working in the IT sector are requested to forward suggestions on the above school policy.**

By adhering to this social media policy, all stakeholders can ensure a safe, respectful, and productive online environment that supports the educational mission of Bal Bharati Public School.

*Asha Prabhakar*  
 Asha Prabhakar  
 (Principal)

Kindness, Resilience, Respect



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