



SOCIAL MEDIA POLICY

BACKGROUND

Modern day learners find themselves in a technological world where they access, create, collaborate and contribute to Facebook, Twitter, blogs, discussion fora, wikis, podcasts or other social media for classroom or school use.

Jeppe High School for Boys' social media guidelines support the responsible engagement of learners, educators and parents in social media and other online educational platforms and strive to create an atmosphere of trust and individual accountability.

The information produced on social media by staff, learners and their parents is a reflection of Jeppe High School for Boys community and is subject to the schools':

- Code of conduct
- Disciplinary policy and procedures

PURPOSE

The purpose of the Social Networking Policy is to:

- Guide the educators and learners of Jeppe High School for Boys to work safely and responsibly with the internet and other communication technologies by practicing good digital citizenship and digital literacy
- Set clear rules of behaviour relevant to social networking
- Give a clear message that disciplinary or legal action will be taken in the event of non-adherence to the guidelines
- Ensure safer working practice
- Minimise the risk of misplaced and malicious allegations made against adults working with learners
- Prevent adults abusing or misusing their position of trust

The school and the management reserve the right to make professional judgments in situations not covered by this policy.

The school will only intervene in out-of-school activities if it is in the best interest of the learner or if the learner's behaviour brings the school's name into disrepute.

It must also be noted as the digital environment is a fluid environment and constantly evolves and adapts, so must the school's social media policy evolve and adapt. Therefore, as and when changes need to be made to this policy these changes will be made and communicated. It is thus important and expected that all parties concerned will check this document regularly.

Applicable legislation includes, but is not limited to:

A. The Constitution

- Rights may be infringed by users of social media.
- Right to privacy, right to dignity etc.

B. The Films and Publication Act 65 of 1996

- Posts on social media constitute “publications”.
- This Act regulates the distribution of publications.

C. Electronic Communications and Transactions Act 25 of 2002

- This Act’s objective is to provide for, facilitate and regulate electronic communications and transactions.
- It may have narrow application.

D. Children’s Act 38 of 2005

- This legislation gives effect to children’s rights as contained in the Constitution.
- Sets out principles relating to care and protection of children.
- Defines parental responsibilities and rights.

E. Criminal Law (Sexual Offences and related matters) Amendment Act 32 of 2007

- Regulates child pornography (may be disseminated via social media).
- Sexual relations involving minors.

F. Protection from Harassment Act 17 of 2011

- Social media can be a mechanism to harass someone.

G. Promotion of Equality and Prevention of Unfair Discrimination Act 4 of 2000

- This Act aims to prevent and prohibit unfair discrimination.
- Social media publications can give rise to unfair discrimination.

H. Trademarks Act 194 of 1993

- Trademarks and similar intellectual property vests in the School; those rights are governed by this Act.

I. Copyright Act 98 of 1978

- Copyright may vest in the school which may be infringed via the social media.

J. The Protection of Personal Information Bill 9 of 2009

- Introduced to the South African Parliament in 2009 and is intended to regulate comprehensively the use and management of personal information within the digital environment.

K. The South African Schools Act

- Introduced in 1996 to provide for a uniform system for the organisation, governance and funding of schools; to amend and repeal certain laws relating to schools; and to provide for matters connected therewith.

GUIDELINES FOR LEARNERS:

Learners should:

- Complete the compulsory Digital Citizenship course during Life Orientation
- Remember that the use of social media in schoolwork (either in classrooms or outside) is an extension of the classroom and anything that is acceptable in class is acceptable online and anything that is unacceptable in class is unacceptable online
- Not engage in cyber bullying, insulting, racial or sexual language, derogatory or offensive comment as this is unacceptable and not in line with Jeppe High School for Boys values and norms
- Not abuse confidential or any privileged information accessed through private social networking media
- Not post any confidential information about themselves, the school, educators, learners or any other member of the community on social media platforms
- Adhere to the values and ethos of the school, especially in situations where they may be identified with the school
- Not record educators or any adult without their permission (refer to Social Media Act)
- Guard against plagiarism; this includes photos, videos, poems, music etc. It is imperative that sources are cited
- Be careful of what they post online as it is an extension of themselves
- Manage their personal details and photographs effectively
- Not share their password with anyone
- Not post inappropriate material (pornography) as it will lead to disciplinary action
- Ensure that proper grammar and punctuation are applied when writing anything for online posting
- Remember that social media is not private and that information can be shared with other people via their friends and/or contacts
- Post what they want their educators, fellow learners and parents to see
- Be aware of their profile's security and privacy settings

GUIDELINES FOR EDUCATORS:

Educators should:

- Complete a compulsory digital citizenship course as part of staff development
- Represent themselves in a professional manner
- Be above reproach as disciplinary action may be taken against members of staff who engage inappropriately online or in social media
- Guard against plagiarism; this includes photos, videos, poems, music etc. It is imperative that sources are cited
- Be careful of what they post online as it is an extension of themselves
- Not befriend learners that are still at the school on their social networking page or ex-learners where siblings continue to attend the school. Instances can occur where the educator and learner are part of the same social circle and this needs to be communicated to the Grade Head
- Be mindful that sport and cultural WhatsApp groups created and used for the purpose of communicating school information are essentially school platforms, and anything and everything stated on there should be professional. This needs to be communicated to learners on the groups at the outset too
- Ensure that communication takes place within clear and explicit professional boundaries
- Be clear on the purpose and outcome of the networking tool
- Be mindful of the reputational risks when posting information online
- Be cautious when installing external applications

- Be aware of spam and viruses
- Not discuss learners or colleagues
- Not criticise the school and its policies on public fora, but instead use the school's channels for this
- Use their school e-mail address and not their private e-mail address for all official communication
- Not spread false information
- Not post any confidential information about themselves, the school, colleagues, learners or any other member of the community
- Post only what they want their colleagues, learners and parents to see
- Be aware of their profile's security and privacy settings
- Ensure that proper grammar and punctuation are applied when writing anything for online posting
- Remember that social media is not private and that information can be shared with other people via their friends and/or contacts
- Be cautious when posting their personal details and photographs on social networking sites as this will give learners or their families and friends outside of the school environment access to their profiles
- Not post inappropriate material (pornography) as it will lead to disciplinary action
- Remember that cyber bullying, insulting, racial or sexual language, derogatory or offensive comment is unacceptable as is any practise that is not in line with Jeppe High School for Boys' values and norms
- Keep a record of any abuse and report it to their Line Manager or Grade Head

WHATSAPP GROUP CONDUCT

These guidelines are to be adhered to by learners and educators on any Jeppe High School for Boys WhatsApp group related to any official school activity, sport or event:

- Each group must have a minimum of two educators on it
- The purpose of these groups is to share critical information around the activity, sport or event
- Any and all discussion on the group must be related to the subject/team/event for which the group was set up
- It is not a social forum
- Do not argue or state your opinion on any matters on these groups
- Refrain from chatting with one individual on the group
- Do not mock or make fun of anyone
- Do not use this forum for chain messages or personal advertisements of any kind
- Absolutely no profanity
- No form of hate speech or bullying whatsoever
- The common sense test: Anything stated on the group, the person who posted it should be happy for this to be stated and discussed in any public forum at the school
- The 'Administrator/s' of the group must be an educator and must take responsibility for reporting any inappropriate content to the school management team