



RONDEBOSCH BOYS' HIGH SCHOOL

RONDEBOSCH BOYS HIGH SCHOOL EDUCATION POLICY

TOPIC: Social Media

POLICY STATEMENT

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1. **Definition**

Social Media is the use of web-based and mobile technologies to turn communication into interactive dialogue. As media for social interaction, it uses highly accessible and scalable techniques for communication. Social Media platforms – online spaces such as social networks, blogs, podcasts, wikis, and video sharing allow users to engage as part of a group in knowledge sharing with each other across community, local and global networks.

2. **Purpose**

Social Media, though frequently barred and heavily sanctioned in most educational settings and institutions, allows new ways for recognizing and celebrating teaching, learning and community practices both inside and outside of school. It is a continuing and growing phenomenon that compels a school to engage where learners, teachers and parents interact. This policy outlines basic guidelines regarding the use of Social Media channels at Rondebosch, including (but not confined to) YouTube, Google, Facebook, Twitter, Pinterest, Flickr, Tumblr, Skype and the multitude of other Social Feeds that are part and parcel of the emerging online media landscape.

3. Responsibilities as members of RBHS school community

It is important that all members of the RBHS community and representatives of the school take responsibility for the content written, recorded, displayed or posted online or communicated electronically. This policy strongly suggests that users exercise **good judgment and common sense** before sending messages or posting content to online forums that may be in violation of school rules or in fact break the law of the land. Content published on Social Networking sites should not reflect negatively on the school. With the growing influence of Social Media in our daily lives, teachers and learners need to model responsible digital citizenship as members of the RBHS school community. RBHS can and will respond to misuse, or investigate reports on social media and social networking websites, even if social networking or social media use is away from the school.

Personal responsibility includes preserving one's own reputation and dignity and that of others. Electronic images can spread anywhere and last forever. It is against the law to harm someone's reputation or dignity, and it is also regarded as harassment to do something that you know or ought to know that causes someone harm, whether mental, psychological, physical or economic harm, or inspires in them the reasonable belief that harm may be caused.

Use of the Badge and Branding material (even in modified form) is not to be used without permission from Rondebosch Boys' High School.

4. Social Media for Learning/Community participation

Social Media engages teachers and learners for professional development and learning, establishing community, cultural and sporting identity, as well as developing habits of digital citizenship for the members of the community. As a school we encourage the use of social media channels for these purposes.

5. Confidential Information

All RBHS teachers have access to information that is both highly sensitive and private. All users must take steps to ensure this confidential information does not link to Social Media websites. The increase in information flow allowed by Social Media makes this more important than ever.

Adopted: May 2013

