

**DIOCESE OF EVO**  
**EVO DIOCESAN SCHOOLS**  
**SOCIAL MEDIA POLICY**

**1. PREAMBLE**

- 1.1 The Evo Diocesan schools recognizes and embraces the numerous benefits and opportunities that social media offers. While employees are encouraged to engage, collaborate and innovate through social media they must be aware that there are some associated risks. Hence, it is required that principles and procedures relating to social media usage and activities to be formalized under a comprehensive policy.
- 1.2 This policy applies to all employees and volunteers of the schools
- 1.3 It shall be consulted in matters pertaining to the use of social media platforms by the school and its employees either through the school's social media handles/ equipment or employees' personal handles/ equipment.

**2. OBJECTIVES**

The objectives of this policy could be summarized as follows:

- 2.1 To ensure the positive use of social media platform & handles.
- 2.2 To provide all staff with checks and balances to the use of social media platforms in respect to the school.

**3. DEFINITION**

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media platforms include blogs, Facebook, LinkedIn, Instagram, Twitter & YouTube.

#### **4. ACCEPTABLE USE**

Employees should be aware that content uploaded to social media is not private. Even though restricted to friends, there is a capacity for it to be re-posted or distributed beyond the intended recipients. Therefore, employees using social media should conduct themselves with professionalism and respect.

##### **Employees should not upload any content on to social media sites that:**

- 4.1 Is confidential to the school or its staff.
- 4.2 Amounts to bullying, unlawful discrimination, harassment or victimization.
- 4.3 Brings the school into disrepute
- 4.4 Contains lewd, sensually explicit, threatening or similarly inappropriate/**offensive comments**, images or video clips.
- 4.5 Undermines the reputation of the school and/or related individuals.
- 4.6 Is defamatory or knowingly false
- 4.7 Breaches copyright or is in any other way unlawful/ immoral.

Serious breaches to the above stated acceptable use, could result in suspension or dismissal of employee.

#### **5. CONSIDERATIONS**

Employees shall act in light of both professional and social boundaries whilst communicating via social media.

- 5.1 Communication on personal social media accounts between a staff and student is hereby prohibited, except with parental or administrative consent on each occasion. When consented, such communication must remain on the borders of the educational or motivational.
- 5.2 Online communication between staff and students shall be done through the school's social media accounts such as WhatsApp and Facebook groups.
- 5.3 All communication with external person(s) on school matters shall be done through the school's social media accounts. Nothing pertaining to official

matters shall be discussed on individual handles except with the consent of the principal or administrative staff.

- 5.4 All staff are advised to act and speak in the best interest of the schools whilst using personal or school social media accounts.
- 5.5 No student shall control, operate or manage the social media accounts in any manner or at any time, unless permitted by the virtual manager (I.C.T), admin officials or the principal.

## **6. ROLES AND RESPONSIBILITIES**

- 6.1 The principal and administrative officials shall be responsible for the communication, implementation and monitoring of this policy.
- 6.2 The principal shall appoint a 'virtual manager', an official in charge of managing and operating the school's social media accounts. Preferably, a team of persons may be created for the same purpose so as to ensure continuity and stability.
- 6.3 Any staff member aware of cases of breach of this policy is required to report the matter to the principal or administrative officials.
- 6.4 Following a report of inappropriate use of social media, the virtual manager will conduct a prompt investigation.
- 6.5 If in the course of these investigation, it is found that a staff or student submitted inappropriate material on any of the accounts, that person will be disciplined in accordance with school policies.
- 6.6 The member of staff/ student will be expected to cooperate with the school's investigation which **may** involve:
  - Printing a copy or obtaining a screen shot of the alleged unacceptable content;
  - Handing over relevant passwords and login details.
- 6.7 The virtual manager shall be required to urgently amend or remove such inappropriate material posted, within 24 hours of posting.
- 6.8 Checks will be carried out by the admin officials or principal to ensure that the requested amendments or removals are made.

**7. AMENDMENT:**

This policy is subject to amendment by the Evo Schools Education Board in order to ensure its effectiveness in accomplishing the schools mission, vision and policy goals.

**Signed:**

**Chairman, Evo Education Board -**

**Name:.....**

**Signature:.....**

**Date:.....**

**Secretary, Evo Education Board -**

**Name:.....**

**Signature:.....**

**Date:.....**

**Performance Improvement Coordinator,**

**Evo Education Board -**

**Name:.....**

**Signature:.....**

**Date: .....**