



Micklefield's Social Media Policy

This is a general policy that highlights the use of social media by pupils, parents/guardians and staff at Micklefield. Micklefield recognises the increasing importance of social media as a mechanism of communication, however, it is important that social media must be used responsibly and appropriately.

Micklefield strives to educate all parties on both the advantages and the potential risks of social media. The negative use of social media has huge risks to our pupils and our school. These negative consequences can have long-lasting repercussions. Micklefield has a duty to protect all its pupils and staff from these risks.

“Social Media” refers to any facility that enables communications and publication over the internet including, but not limited to; blogs, platforms such as Facebook, Instagram, Twitter, Snapchat, Tik-Tok, YouTube, WhatsApp, gaming platforms and any other forms of communication that may now and/or in the future be classified or generally regarded as social media.

“Publish” refers to the action of disseminating or creating content on Social Media. For the sake of clarity, this includes content that has been seen by one other person on Social Media. It also refers to any content that you associate yourself with, which includes but is not limited to, ‘retweeting’, ‘sharing’, ‘liking’ or being ‘tagged’ in it. Finally, it also refers to content that is found on a WhatsApp group of which you are a member or comments that occur on a post that you have created– even if you did not make the content yourself.

General:

- Whilst Micklefield respects the rights of all pupils, parents/guardians and staff to freedom of expression and does not object to or discourage the use of Social Media, Micklefield has an obligation to protect its employees, parents, other pupils, reputation and private information.
- As a result, we ask that pupils, parents/guardians and staff do not do anything on social media that may bring the name of Micklefield into disrepute, and we ask that pupils, parents/guardians and staff act in the best interests of Micklefield on social media. Bullying, insulting, racial or sexist language, or derogatory or offensive comments are unacceptable.

- Pupils, parents/guardians and staff have a legal responsibility to ensure that all of their communications on social media are lawful, do not cause harm and do not infringe on other peoples' rights.
- Pupils, parents/guardians and staff may not publish anything that is contrary to the Constitution of the Republic of South Africa.
- Pupils, parents/guardians and staff may not publish anything that is in any way derogatory of Micklefield, it's learners, staff or parents.
- When interacting on Social Media, each member of the Micklefield community is acting as an ambassador of Micklefield, as they are reasonably identifiable as a pupil, parent or staff member at our school.
- Pupils, parents/guardians and staff may not air their internal grievances regarding Micklefield, its pupils, staff, parents or affiliates online.
- Pupils, parents/guardians and staff may not publish any other individual's personal information (including videos, images, photographs or messages of or from them) without their express permission.
- Pupils, parents/guardians and staff may not use Micklefield's name or logo on social media unless they have specific written permission from the Headmistress.
- If pupils, parents/guardians or staff become aware of a discussion, posting, comment or misinterpretation on social media that needs to be brought to the attention of Micklefield and/or has the potential to impact the reputation of an individual associated with Micklefield or Micklefield as a whole, they are required to notify the Headmistress.
- Where pupils are identified with the school and are engaging in an inappropriate manner, the school will intervene to prevent damage to the school and to the individuals involved. Parents must accept their roles in managing the private online social media activities of their children. The school might choose to intervene in such situations if it is in the best interests of the pupil to do so.
- Educators may not befriend on social media platforms any of their pupils, except in the case of a site specifically set up for professional purposes.

- Employees of Micklefield may only post statements on behalf of the school if it has been approved by the Headmistress/Marketing Department. All social media posts are managed by the Marketing Department and will follow the official branding requirements.
- Employees of Micklefield are required to observe all confidentiality obligations and not communicate any confidential information using social media or any other communication platforms.

Reviewed October 2023