



## Brummana High School

# BHS Social Media Policy

Brummana High School (BHS) recognises that social media is a rapidly developing and evolving part of today's world. The purpose of the (BHS) social media policy is to provide philosophical guidelines for the school to use when considering how best to use and interact with the rapidly changing phenomenon that is social media.

Social media at BHS will be used as means of celebration and for the communication of information. Social media created to promote the school is overseen by the Marketing Manager; so that a clear image of the school is presented. All information presented on BHS social media will support:

- The school's unique selling factors, as identified by the Marketing Manager and confirmed by the Principal.
- Clear communication of information
- The image of the school, by collecting and posting images which present BHS and its community in a positive light and which are in line with current BHS policies and procedures e.g. images posted are approved by the Marketing Manager (Video and Photography Procedure)
- The security of staff and students
  - Students will not have their full names posted with a photograph that can identify them (Video and Photography Procedure)
  - Students images are not posted if parents/guardians have made this request (Video and Photography Procedure)
  - Staff and students do not have linked accounts, i.e. they are not 'friends' or 'followers' on social media. Email, Moodle, and Teams are the formal school accounts. Students and staff members are not allowed to follow each other. This situation changes only when the student/s graduate and leave BHS. N.B. The same also applies to the communication platform WhatsApp.
  - Staff will never post images of students on their own personal social media accounts. Students will not post images of staff on their own personal social media accounts.
- Social media should not be used to disclose confidential information. The responsibility for this is with the Marketing Manager. The Marketing Manager will communicate with the Principal should any details need clarification.

The Marketing Manager, or delegate, will carefully manage all official BHS social media accounts and ensure that the BHS social media accounts are areas of positivity and celebration.

Current BHS official social media accounts are:

- Instagram @brummanahighschoolofficial
- Facebook @brummanahighschool
- LinkedIn @Brummana High School
- YouTube @Brummana High School

Official school social media accounts post using formal language. Informal language is occasionally appropriate to be used on BHS social media platforms, at the discretion of the Marketing Manager, for a specific purpose.

It is aspirational for the school to respond to all comments and messages received on BHS social media channels. However, we cannot comment on all messages. Messages for responses are selected and written by the Marketing Department.

All BHS subsidiary accounts e.g. BHS Major Productions, BHS Basketball, BHS Library need to keep in regular contact with the Marketing Manager, providing him/her with advanced notice of planned posts and campaigns. If the post/campaign is also worthwhile for publicising on the school's main account/s then that should take place before the subsidiary account posting.

There will be occasions when there are social media connections between students, parents and staff, where for example the parent and teacher are part of the same social circle or are family members. These contacts, however, will be easily recognised and openly acknowledged. Should any staff member have any query about this, they are advised to speak to the Vice Principal Pastoral. BHS addresses cyberbullying as part of its anti-bullying and child protection policies and procedures. Cyberbullying is dealt with as per these policies and procedures and is a matter that the school takes seriously. It is important to note that social media covers a wide range of platforms such as, for example, Facebook.

BHS staff will support their own safety and will not place themselves into situations where others might misinterpret their actions or by posting something (on their own social media personal social media accounts) in relation to the school, or the school community, that could be misinterpreted.

It is recommended that staff review their social networking sites to ensure that information available publicly about them is accurate and appropriate. This includes any photographs that may cause embarrassment to themselves and the school if they are published outside of the site.

Students are welcome to engage with the school online. However, they must remember that they have a responsibility for the posts or comments they make, and these should attempt to support the school and not be disrespectful to the school or to their peers. Posting images of their peers without consent is not allowed. Any behavior contradictory to these points will result in disciplinary action.

### **Key note**

It is important for BHS to have a responsible presence on social media platforms. Social media will continue to develop. BHS understands that it has a responsibility to adapt its processes as social media develops. The expectations and ethos of BHS may change rapidly as a result and as such the review date of this policy is set to an annual basis.

**Staff who have a delegated Social Media responsibility for BHS official social media sites due to their role are:**

The Marketing Manager  
The Marketing Manager's Assistant  
The School Photographer

### **Review Date**

April 2021

### **Linked Procedures**

- Brummana High School Video and Photography.
- Anti-Bullying Policy and Procedures.

- Child Protection Policies and Procedures.
- Acceptable Use of Electronic Communications- Procedure-Staff
- Responsible Use of Electronic Communication Tools and Software Procedure- Students

June 2020: SB/ Management Team/ RB