

Social Media Policy

Purpose Statement

To connect and communicate with the Centurion College Trust Community to provide up to date information about current and upcoming events, share stories, current events, news and achievements with our school community and to engage with community members, prospective parents and other stakeholders.

Context

The Centurion College Trust acknowledges and recognises the emergence and influence of social media, as well as the rights of individuals to actively participate in the undertaking of such activities. The Centurion College Trust encourages parents to set and maintain high ethical standards in their use of social networking. We ask that you be respectful of the opinions of others. Your posts and comments should help build and support our positive school community and uphold the high standard of our school's public image.

Scope of the policy

The policy will cover all individuals who are directly with the Centurion College Trust (Centurion College Community). This includes:

- All school staff members
- The Board of Trustee
- Parents and Citizen's Association
- Family Members/ guardians of Centurion College students
- Centurion College Students
- Consultants
- Contractors
- Student Teachers and Voluntary Teachers
- Volunteers in other faculties in the school.

Objectives

The policy seeks to:

1. Establish clear guiding principles as to how members of the Centurion College Community are to conduct themselves when engaging the Centurion College Trusts' social media with reference to the school and its activities.
2. Cultivate an environment wherein the use of social media contributes to the overall welfare and productivity of Centurion College.
3. Prepare the Centurion College Community on the hazards and responsibilities of partaking in social media activities
4. Protect the Centurion College Community from any legal threats that may arise as a result of social media usage.

General Guidelines in Social Media Usage

1. By following the Centurion College Trusts' social networking pages which include Whatsapp, Facebook, Instagram and Tik-Tok, you agree to abide by the Centurion College Trusts' social network Code of Conduct.
2. Only the Principal is permitted to introduce the use of new social networking sites on behalf of the Centurion College Trust.
3. Centurion College parents are personally responsible for the content that they post, share and respond to online. When posting online, all information is considered representative of your views and opinions and NOT those of Centurion College.
4. Only the Centurion College social networking pages admin manager can make posts to the social networking pages. Information/content staff or community members would like shared on social media must be submitted to the Marketing, Website Committee and Social Media Committee and comply with confidentiality guidelines and the necessary legal framework.
5. Proper resource citations and copyright laws must always be upheld.

6. Media permissions (relating to the use of children's images, school work and first names) will automatically apply by submission of an application form or re-registration form, unless the parent/guardian of the student has expressed their non-consent in the form of writing.
7. Information will be updated regularly.
8. All comments will be monitored.
9. Inappropriate comments will be removed.
10. Online comments are NOT private. Information, internal school discussions, or specific information about students, staff or other parents should not be shared. When interacting, even on the strictest settings, parents should act on the assumption that all postings are in the public domain. Centurion College encourages parents to set and maintain high ethical standards in their use of social networking. Staff, parents, and students reflect a diverse set of customs, values and points of view. Be respectful of the opinions of others in your posts or comments. Under no circumstances should offensive comments be made about students, parents or staff nor the School in general. Posts and comments should help build and support the School community.
11. Consider carefully what you post through comments. Ethnic slurs, innuendos profane or threatening language is not acceptable.

General guidelines when using social media for personal use

1. Configure the private settings on your social media profile to aptly satisfy your privacy requirements.
2. Disclose the nature of your affiliation with the Centurion College Trust.
3. Portray clear disclaimers that any form of personal views that you express online are of your own accord, and do not represent the views of the Centurion College Trust.
4. Practice proper conduct and decorum when interacting with other social media users.

5. Staff are required to comply with the necessary legal framework confidentiality policies.
6. Respect and uphold copyright/ trademark laws.

The Centurion College Trust Social Networks Code of Conduct: Whatsapp, Facebook, Instagram and Tik-Tok

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1. By following the Centurion College Trust Social Networking pages you agree to abide by the Centurion College Trust Social Networks Code of Conduct.
2. Social Network users who have “Liked/Followed” our pages are able to comment on the school’ s posts and on comments posted by other users.
3. Users are not able to author a post of their own.
4. Users are not permitted to load media such as videos or photos as comments.
5. The Centurion College Trust does not endorse children under the Facebook/Instagram age threshold of 13 years creating their own Facebook/Instagram accounts. The school encourages parents to share our page with their children through their accounts and use this to model appropriate communication through social networks.
6. The school encourages users to provide positive and constructive feedback and comments. Concerns can be addressed by contacting the school directly. This will ensure they are dealt with in a timely and appropriate manner. Please contact the office via email on socialmedia@centurioncollege.co.za or speak to your child’ s teacher.
7. Identity cards/student cards of the students should not be posted/shared.

8. You may use the names of adults in posts and the first names of students only to acknowledge someone's great work or contribution.
9. The Centurion College Trust wishes that our Facebook/ Instagram pages should be used to build the school spirit and a positive school and community.
10. The Centurion College Trust reserves the right to remove any content it deems to be in breach of the Centurion College Trusts' Social Network Code of Conduct. This includes discriminatory, illegal, obscene or misleading/fraudulent comments, spam or any content which may break intellectual property laws.
11. Failure to comply with the Centurion College Trusts Social Network Code of Conduct may lead to your account being blocked from the Centurion College Trusts' Social Network Pages.