



International School of Ouagadougou Digital and Social Media Policy

Definition:

For the purpose of this policy, 'digital and social media' includes web-based publishing sites and communication tools, and all print and digital artifacts used both within the ISO environment and in the global Internet space.

Purpose:

Internet technologies and the growing use of mobile devices provide new and increasingly effective means to learn, communicate, share, and collaborate with students and parents. In addition to websites, blogs and other collaborative tools, social media such as Facebook, WhatsApp, YouTube, SnapChat, Instagram and Twitter are also being used more frequently for educational and marketing purposes. Therefore, ISO has established the following set of guidelines to ensure the safety and privacy of our students and community, while still allowing for academic freedom, celebrating our school, and necessary marketing and corporate representation on a global and local scale.

Digital Behavior Guidelines for all users:

Regardless of whether you are a student, teacher, administrator or staff member, posting about ISO on social media means you are representing the school in an official capacity, whether you intend to or not. Therefore, you must always keep the following guidelines in mind to protect the security and privacy of all members of our community.

1) *Don't Tell Secrets.* While it is perfectly acceptable to have an online dialogue about your work or learning at ISO, it is not acceptable to publish confidential information. This includes things like:

- Enough information that someone can deduce a student's full name. Family names should be avoided as a priority
- Grades, either summative or cumulative
- Addresses or phone numbers of other community members
- Employers or email addresses of parents
- Any other information that the student or community member has explicitly asked not to be public.

2) *Protect Your Own Privacy.* Privacy settings on social media platforms should be set deliberately so that you are mindful of what information you are allowing the public to see. It is advised that you never share your home address, home phone number, and that you not use your professional email address with a personal social account.

3) *Be Honest and Inoffensive.* Do not blog anonymously, using pseudonyms or false screen names. Use your real name, being mindful to protect your own privacy. There is no security behind anonymity, and everything posted online stays online forever; if you make offensive posts or troll online, and your identity is later discovered, it discredits ISO as well as yourself. Online behavior should mimic face-to-face behavior.

4) *Be Legal.* It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. Additionally, many sites have user age requirements; all ISO members must be mindful of these restrictions and take precautions to be in compliance.

5) *Think About Consequences.* It's about judgment: be aware of how others might view your online work and always protect yourself. Using a personal blog to vent frustrations at ISO or a community member, using media outlets to embarrass the school or a staff member, or having conversations on online friendships with students (or teachers) that may have the appearance of impropriety to anyone is dangerous and ill-advised. Such actions could lead to disciplinary action or even termination.

6) *Quality Matters!* We are an educational institution, and everything you do in the public sphere reflects on our mission. Use a spellchecker, ensure your photographs are in focus and appropriately resized, if you are not design-oriented, ask someone who is to look over the layout of your blog, if a post does not feel right then wait and review it before publishing it. At all times, protect and reflect your professionalism and that of ISO.

Digital and Social Media Policy Information for Parents:

Among students and adults alike, social media use is ubiquitous and growing, and presents unrivaled opportunities to share, collaborate, communicate and celebrate student work and achievement. ISO respects and honors the need for privacy and security, and also recognizes the importance of being able to leverage digital artifacts for educational and marketing purposes. Therefore, we provide these guidelines for social media use among our students and teachers:

Within school-controlled digital spaces, where access is limited and passwords are controlled by ISO (such as Moodle and Google Classroom), student work may be published with full acknowledgement of the author.

In public digital spaces where non-ISO members can see posts and which may or may not be password-controlled (such as Facebook or Twitter), the following guidelines apply:

- If students are identified, names will only be used in a manner that does not fully identify them (no first and last names, or first names when there is a photo that shows their last name on a sports jersey, for example).
- Family information, such as addresses, email addresses phone numbers or employer will not be shared (unless requested)
- Achievement results, such as grades, college acceptances or class standing will not be provided in a manner that may be directly traced to an individual student.

As images are powerful tools and are used extensively in promotional materials and other places, ISO reserves the right to use photographs and other visual media containing the images of past and present students in its online and print resources. If a family or student objects to this photo policy, please communicate with ISO and the school and teacher will take reasonable care to avoid gathering an identifiable image. Parents can assist by communicating to their children to avoid having their image captured in individual or small group photographs. ISO takes no responsibility for images captured in a non-official capacity, such as by classmates, other parents, visiting teams, etc.

Additionally, all families agree to adhere to the following, unless they specifically notify the CRO or Head of School otherwise:

- They agree with the policies as stated in the current Parent/Student Handbook
- They agree to adhere to the IT Acceptable Use Policies
- That ISO may share their contact information with the PTA
- That they grant Safe Haven Permission to ISO

All of these policies are available on the ISO website, or by request from the CRO.