



INTERNATIONAL SCHOOL OF OUAGADOUGOU SOCIAL MEDIA POLICY

Overview

At International School of Ouagadougou (ISO), Teachers, Staff, Students, and other school community members use social networking/media (Twitter, Facebook, blogs, etc.) as a way to connect with others, share educational resources, log studies, travel experiences, create educational content, enhance the classroom experience, and network within and outside of the school community. While social networking is fun and valuable, there are some risks we need to keep in mind when using these tools and services. In the social media world, the lines are often blurred between what is public or private, personal or professional.

Social media refers to online tools and services that allow any internet user to create and publish content, communicate, and collaborate. Many of these services use personal and organization profiles where users post information about themselves or the organization represented. Social media allow those with common interests to share content easily, expanding the reach of their ideas and work. Popular social media tools and services include Facebook, Twitter, LinkedIn, blogs, Instagram, Pinterest, TikTok YouTube, WhatsApp, and Flickr to name a few.

Policy

Below are the guiding principles which govern ISO Social Media Policy. This policy is applicable to Teachers, Staff, Students, and other school community members of International School of Ouagadougou.

Do not use ISO assigned ICT credentials (email accounts, ISO ICT resource login account) for establishing, or engaging in personal social media activities. The use of any such accounts must be explicitly approved by ISO Director in writing, designating its assignment, use, and specific social media activity engagements.

If you have access to confidential, privilege, or privacy information regarding ISO, Teachers, Staff, and students that shouldn't be made public; do not share that information on social media. Do not share personally identifiable information that you are entrusted to protect. If you post confidential information on a social media platform mistakenly or intentionally, it will be hard to completely recover, or remove the content from the public domain.

Some social media services and tools not required for learning and teaching activities will be restricted on ISO ICT computers and network during school hours. This is to limit distraction in the learning environment, and conserve the use of bandwidth for essential learning and educational activities.



INTERNATIONAL SCHOOL OF OUAGADOUGOU SOCIAL MEDIA POLICY

Follow ISO Policy, Use good judgment, Be Responsible

We expect good judgment in all situations. Behave in a way that will make you and others proud as positive reflection on ISO. Know and follow ISO Social media and Acceptable Use Policies.

Regardless of your Social media privacy settings, assume that all of the information you have shared on your social network could be viewed by the public.

Be Respectful and Ethical

Always treat others in a respectful, positive, and considerate manner. Because you represent ISO, please stick to discussing only those school-related matters that are within your area of responsibility. Adults should be open about their affiliation with ISO and the Position they hold.

If you are someone's peer, interact with them online if you are so inclined. If you are a Teacher, Staff, or employee thinking about interacting with a student, consider the following questions before proceeding: what is the purpose of my interaction with a student? (If it is not related to your classroom activities, reconsider using a social network.) What is the social network in which I propose to interact with a student? (If the social network in question has limited professional applications – Facebook, for instance – reconsider using that social network.) If you are uncertain how to proceed, consult your Principal, or Director for policy clarification.

Share and interact in a way that will enhance your reputation, the reputation of others, and the reputation of the school, rather than damage them.

Respect private and personal information

- Always respect the privacy of school community members.
- Do not post images of students without ISO authorization
- Do not post images or content about others without their consent
- Respect brand, trademark, copyright information and/or images of the school.
- Do not caption photos with the names of current students.
- Do not post photos of students without Director, or Community Relations authorization)
- All Social media posts must follow the Social Media Policy guidelines and the Community of Respect principle.

The principles laid out are to guide you in the safe and responsible use of Social media as community member of ISO. Violation of these policy guidelines when engaging in social media activities could result in serious consequences, up to termination of employment in accordance with local laws and ISO policies.

For questions and further guidance, contact ISO IT Department or Data Protection Officer.