



Social Media Policy

(23 August 2019)

For the sake of clarity, this Policy is subject to the School's Code of Conduct and any transgressions of this Policy will be dealt with in accordance with the Code of Conduct.

Save to the extent that a term is specifically defined in this document, any defined term shall bear the meaning ascribed to it in the Code of Conduct.

1. Introduction and Purpose

1.1. The School recognises that Social Media (as defined herein) is a valuable tool for both communication and education and as such would like all Pupils to benefit from same. Whilst the School recognises the advantages of Social Media, it also understands that if not used correctly, Social Media can also come with its own set of inherent risks and dangers and as such the School has created this Policy to ensure that all Pupils use Social Media responsibly so as to prevent harm coming to them or the School.

2. Specific Definitions

2.1. In this Policy the following terms shall bear the following meanings:

2.1.1. "**Banned Content**" shall mean Criminal Content, Defamatory Content and any other content as detailed below, including but not limited to:

- 2.1.1.1. threats of harm or violence;
- 2.1.1.2. explicit or pornographic images or content;
- 2.1.1.3. content that is graphic, violent or otherwise objectionable;
- 2.1.1.4. defamatory or insulting content;
- 2.1.1.5. revenge pornography – being the distribution of naked/revealing pictures/images or videos of someone, or intimate messages sent by somebody, without their express consent;
- 2.1.1.6. content that is harassing or threatening and could cause someone physical, mental or emotional harm;

- 2.1.1.7. any content that could negatively affect the School or any of the people associated with it (e.g. Pupils, other staff members etc);
 - 2.1.1.8. any content that discloses private information about the School, Pupils or staff;
 - 2.1.1.9. any content that may be used for unlawful purposes, or that aims to assist with unlawful conduct;
 - 2.1.1.10. any content that is offensive to another individual (whether a Pupil at the School or not) or affects their right to reputation or dignity;
 - 2.1.1.11. any content that does not belong to you (i.e. is someone else's intellectual property); and
 - 2.1.1.12. any content that is fraudulent or untrue.
- 2.1.2. "**Criminal Content**" shall mean any content which could be deemed to fall within the definition of a Crime in terms of the Criminal Procedure Act, including the crime of Crimen Injuria;
- 2.1.3. "**Defamatory Content**" shall mean any statement that is Published which has the effect of injuring a person's reputation. A person's reputation is injured if the statement tends to lower that person in the estimation of right-thinking members of society;
- 2.1.4. "**Publish**" shall mean mean the action of disseminating or creating content on Social Media (as defined herein). For the sake of clarity, this shall include content that has been seen by one other person on Social Media. It shall also mean any content that you associate yourself with by, including but not limited to, 'retweeting', 'sharing', 'liking' or being 'tagged' in same. Finally it also refers to content that is found on a WhatsApp group that you are a part of or comments that occur on a post that you created— even if you did not make the content yourself;
- 2.1.5. "**SABJE**" shall mean the South African Board of Jewish Education;
- 2.1.6. "**Social Media**" shall mean any facility that enables communications, commentary and publication over the internet including, without limitation, blogs, platforms such as Facebook, Instagram, Live.ly, Music.ly, Twitter, Snapchat, Facebook Messenger, YouTube, **WhatsApp**, Google Plus, Flickr gaming

platforms and any other forms of communication that may now and/or in the future be classified or generally regarded as social media;

3. Ambit and Scope

3.1. This Policy is in force:

- 3.1.1. on the Schools premises, prior to, during, and following, regular School hours;
- 3.1.2. at all official School events, both within and outside the regular School hours and whether on or off the School's Premises;
- 3.1.3. at all times when the Scholar is dressed in the School uniform or is reasonably identifiable as a Pupil of the School, both on the School Premises, or outside of same.

4. Introduction, Purpose and Scope

- 4.1. The School and/or SABJE recognises the evolution of Social Media as a mechanism of communication in education and in our daily lives. It has become an important and powerful tool from which huge benefit can be derived.
- 4.2. However, if Social Media is not used responsibly, it presents significant risks to individuals and organisations. The negative consequences of Social Media use can have long-lasting repercussions.
- 4.3. While the SABJE and/or the School facilitates an open and expressive environment and respects the right to freedom of expression, it also recognises the obligation of all citizens to ensure that communications are lawful and do not cause harm to third parties.
- 4.4. The purpose of this Policy is to govern the use by the Schools' Pupils of any Social Media platforms in any communications that may be linked to the School and/or SABJE in any way, whether these platforms are enabled by the School and/or SABJE or by third parties.

- 4.5. The SABJE and/or the School also recognises that the evolution of Social Media is occurring at an unprecedented rate and that this Policy will therefore need regular review to ensure that it remains relevant, assists in the governance of the use of Social Media by Pupils and facilitates their continuous education.

5. Rules Regarding your Participation in Social Media

- 5.1. You may not Publish anything on Social Media that constitutes Banned Content;
- 5.2. you may not Publish anything that is contrary to the Constitution of the Republic of South Africa;
- 5.3. you may not Publish anything that is in any way derogatory of the School, its Pupils, staff, parents and/or affiliates;
- 5.4. remember, when interacting on Social Media, that you are acting as an ambassador of the School, as you are reasonably identifiable as a learner at our School;
- 5.5. you may not air your internal grievances regarding the School, its Pupils, staff, parents and/or affiliates online;
- 5.6. when on Social Media, you are expected, at all times to prioritise the privacy and confidentiality of the School and all of its staff, Pupils and parents;
- 5.7. you may not Publish any other individual's personal information (including videos, images, photographs or messages of or from them) without their express permission;
- 5.8. you may not use the School's name or logo on Social Media unless you have specific written permission from the Headmaster;
- 5.9. you may not falsify an account or profile or assume a false identity at all on Social Media;

- 5.10. always uphold the School's values and behave with dignity on Social Media;
- 5.11. you may not Publish any content of a political nature that could be construed to represent the SABJE or the School or content that could be construed as instigating conflict within the School.

6. Examination of Personal Electronic Devices and/or Social Media Accounts

- 6.1. The School reserves the right to examine the Social Media accounts (if accessible) of any individual associated with the School;
- 6.2. The School reserves the right to confiscate and examine the Personal Electronic Device (as defined in the Technology Policy) of any Pupil, including any audio or video recording stored on such device, where there is a reasonable suspicion by any member of staff or any administrator or representative of the School that such Pupil is in breach of any provision of this Policy, any other School Policy or any other School Rule.

7. Enforcement of this Policy

- 7.1. The terms of this Policy shall have the same force and effect as a binding agreement between the School and the Pupil's.
- 7.2. This Policy shall be enforced by those members of staff as selected by the School and/or the SABJE from time to time.
- 7.3. Any infringement of this Policy by a Pupil shall be considered either Misconduct or Serious Misconduct, as set out in the School's Code of Conduct, and as determined in the sole discretion of the School, and all disciplinary procedures will be conducted in terms of the procedures set out in the Code of Conduct.

8. Escalation Procedure

- 8.1. If a Pupil becomes aware of a discussion, posting, comment or misrepresentation that needs to be brought to the attention of the School and/or has the potential to impact on the reputation of an individual associated with the School or the School itself and/or SABJE as a whole, the Pupil must notify a member of staff at the School.

- 8.2. This notification should, if possible, be accompanied by a screenshot of, and a link to the relevant content.

By signing this Policy, you indicate your understanding and agreement with it.

Signed on this _____ day of _____ 20_____

Pupil's Signature

Pupil's Name: _____

Parent's Signature

Parent's Name: _____

(By signing as a Parent you confirm that you have adequately explained this Policy to your child and that you will do everything in your power to ensure that they adhere to same and that you too will adhere to same.)

