

## **RCHK Social Media Guidelines**

Renaissance College encourages the use of social media by students and teachers to support, share and celebrate the richness and diversity of learning and thinking at our school. Social media presence allows our community to stay up-to-date with school activities through inclusive, community-based mediums.

Please note that these guidelines should be applied to all social media platforms, including Facebook, Twitter, Instagram, Youtube, Snapchat, Whatsapp and all other forms of personal communication.

### **School social media contact information**

Please contact the Communications Manager (Social Media) for any questions, comments or issues regarding:

- The school's official social media accounts and social media presence
- The RCHK social media guidelines
- Information on how to start a social media account affiliated with the school
- Whether a photo is appropriate for sharing on RCHK social media accounts

### **General Social Media Guidelines**

These should be used by any official or school-affiliated social media accounts, as well as any personal accounts that post school-related content.

#### **Behaviour:**

- Use good judgment when posting content regarding the school on social media. Refrain from posting things that may be inaccurate, inflammatory, or inappropriate.
- Always follow the RCHK Behaviour Guidelines (students) or the ESF Professional Code of Conduct (staff) on social media.

#### **Confidentiality:**

- Regardless of personal privacy settings, all school information that you share must be made publicly available..
- Student names (first or last) must not be shared on social media except when permitted by parent(s) or guardian(s) or authorised by the Principal. If the student is over 18, their own permission is required.

## **Images and Videos:**

- All visual content (photos, images, videos, etc.) published regarding RCHK and its students must adhere to the school's [Use of Media and Work Policy](#).
- Follow the ESF Brand Guidelines when using the RCHK logo or ESF brands and logos.
- Photos of students should not be accompanied by their name (first or last) unless permitted by the parent(s) or guardian(s) or authorised by the Principal. If the student is over 18, their own permission is required.
- Videos of students with audible student names require the permission of the parent(s) or guardian(s) or the authorisation of the Principal to be posted. If the student is over 18, their own permission is required.

## **Personal Safety:**

- The RCHK Anti-Bullying Policy should always be followed on social media. Cyberbullying will not be tolerated and may result in disciplinary action. Cyberbullying includes using social media, blogs, chat rooms, texts or instant messaging to intimidate someone.
- Never give out or transmit the personal information of students, parents or co-workers without their authorisation.

## **Group Social Messaging Guidelines**

- When discussing school-related topics, events, students, faculty or staff, comments should be respectful and accurate.
- Personal information of any students, parents/guardians, or co-workers should not be shared, without their authorisation

Also keep in mind that anything written in a group social chat can be replicated and made public, even if it is a private conversation between a small group of people. We encourage you to use good judgement and choose your conversation topics wisely.

## **Guidelines for Personal School-Affiliated Accounts**

A personal school-affiliated account is one that:

- Is run by an RCHK staff member.
- Uses the RCHK staff member's own name to identify the account.
- Primarily or often posts content related to RCHK.

**If you have a personal account affiliated with the school:**

- In your bio, please include the following disclaimer: **“Opinions are my own and not the views of my employer”**.
- Be transparent about your affiliation with the school and the role/position you hold.
- Please remember that your personal account must represent you and the school in a reputable way. Personal accounts must adhere to the ESF Professional Code of Conduct.

## **Facebook Guidelines**

**Tagging:**

- Student Facebook profiles should not be tagged in a Facebook photo or post without the permission of their parent(s) or guardian(s). Students may tag themselves in photos and posts.

**Feedback and comments:**

- Comments on the official RCHK Facebook pages and posts in the official RCHK Facebook groups are encouraged. However, we request that you show respect and contribute in a positive and constructive manner.
- Comments should not be discriminatory, inappropriate, personal attacks, spam or contain illegal content. Facebook page and group administrators reserve the right to hide or take down comments that may match one of the above descriptions.

### **Friending and Messaging:**

- Staff members should refrain from friending or messaging students on Facebook using their personal accounts. For communication with students on Facebook, it is recommended to create/use a Facebook page or group. This does not apply once students have graduated from the school.

### **Privacy:**

- All official RCHK Facebook pages are public, and all information posted on them should only be publicly available information.
- If private information is posted in an RCHK Facebook group, such as student names or private event information, the group's privacy settings should be set to "Closed".

### **Twitter Guidelines**

#### **Hashtags:**

- If using hashtags, school-related content should make use of school-specific hashtags (for example, #RCHK, #RCHKpyp, #RCHKBlackKites, etc). In certain cases, hashtags that are not school-specific but that are related to organisations or events that the school is partnering with or participating in can be used (for example, #ACAMIS, #ISTA, etc).
- When posting school-related content, kindly refrain from using public hashtags that can be easily searched by members outside the school community (for example, #school, #fun, #teamwork, etc.)
- School-specific hashtags should not be used when posting non-school-related content.

#### **Classroom & departmental Twitter accounts:**

Twitter is one of the most fruitful mediums for individual RCHK classes and departments to create a social media presence to share their unique activities and support learning within and outside of the RCHK community. Official school Twitter accounts should keep in mind the following:

- Make sure that your Twitter handle and/or bio clearly states what department or class your account is representing.

- Keep in mind the privacy of RCHK students when posting content, and refrain from using student names without parental/guardian authorisation. This includes captions of photos, as well as student names that may be audible in videos.

**References and Supporting Documents**

RCHK Behaviour Guidelines  
 ESF Professional Code of Conduct  
 RCHK Use of Media and Work Policy  
 RCHK Anti-Bullying Policy

**Policy Review Cycle**

January 2017 policy drafted  
 March 2017 policy reviewed  
 April 2017 policy reviewed and approved  
 Review due: Spring 2020

January 2017 policy drafted	Approved by ICLT
March 2017 policy reviewed at HOD meeting	Approved with changes
April 2017 policy reviewed by ICLT	Approved by ICLT