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GREY KOLLEGE SEKONDÊR COLLEGE SECONDARY

A SOUTH AFRICAN PARALLEL MEDIUM SCHOOL FOR BOYS

'N SUID-AFRIKAANSE PARALLELMEDIUMSKOOL VIR SEUNS

SOCIAL MEDIA AND NETWORKING POLICY 2021

1. INTRODUCTION:

1.1. Social media is a constantly evolving and an increasingly critical aspect of Grey College Secondary Schools' digital presence.

1.2. Grey College recognises the evolution of social media as a mechanism of communication and its importance must be used responsibly and appropriately in relation to the school, and the larger school community.

1.3. It has become more and more evident that people publish information on networking sites that cause potential reputational harm to companies and institutions.

1.4. Social media networking must be in line with the schools' mission, ethos, vision, values and policies.

1.5. In all instances, social media sites that represent Grey College (@greycollege, @greykollege, @greycollegesecondaryschool) must **positively** reflect our school and **protect** the school, staff, students, parents and greater Grey College community's reputations.

1.6. Therefore, Grey College sees the importance of regulating the use of social networking sites including the use thereof for personal use.

2. PURPOSE OF THIS POLICY:

2.1. To regulate the use of social networking sites by all employees, students, parents and stakeholders (referred to as the *Grey Community*)

2.2. To inform the Grey Community of the rules and procedures related to the use of social networking sites during and after working hours;



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2.3. To make the *Grey Community* aware of the do's and don'ts in the use of social networking sites;

2.4. To clearly define social networking and what it entails.

3. DEFINITIONS

3.1. ***“The company”*** means Grey College and all its affiliates or subsidiaries.

3.2. ***“Social Networking”*** means the act of interacting and networking with others in a social online environment via the use of online technology tools. These tools enable people to communicate easily to share information and resources. Popular social networking websites include, but are not limited to, Facebook, Instagram, LinkedIn and Twitter.

4. RULES APPLICABLE TO USERS OF SOCIAL MEDIA:

4.1. It is vital for students to understand both the advantages and the potential risks of social media, so that they may enhance their use thereof and avoid or mitigate the risks inherent in social media.

4.2. The use of social media must not violate any local, state or federal law.

4.3. Users must not post confidential information about Grey College, staff, parents, stakeholders or students.

4.4. All Grey College-related pages must include at least one **current** employee as an administrator who may add content

4.5. Students should be aware of the effect their actions may have on their image, as well as the School's image. The information that students post or publish may be in the public domain for a long time.

4.6. Be a brand ambassador. Keep personal views separate from school posts.



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4.7. Social media platforms may not be used by students to communicate unsolicited communications of any kind. Students may not engage in online communication activities which could bring Grey College into disrepute.

4.8. Students may not impersonate third parties or act in any manner that may mislead, confuse or deceive others.

4.9. Students should regularly review the content of social media postings and remove any information that could reflect negatively on Grey College, its staff, students, parents or stakeholders.

4.10. Grey College reserves the right to investigate any allegations which contravene the School's policies and /or involve student safety.

4.11. Confidentiality Waiver: Students utilising devices that belong to Grey College or their personal devices, need to know, that the **School has the right to search the device without consent if there are suspicions that it may contain illicit information or reference something which places a student or others at risk.**

4.12. If students encounter a situation while using social media that threatens to become antagonistic, students should disengage from the dialogue in a polite manner and report the incident to management.

4.13. Computer software, network and electronic equipment is made available to students for the express purpose of the School's instructional and educational purposes. Any abuse of this property or private use thereof to the extent that it impacts negatively upon Grey College could be potentially harmful, shall be treated as an offence.

4.14. Students must ensure that the contents of their postings are accurate, ethical and legal.

4.15. Students should read and adhere to any website's terms and conditions of use, including those around age restrictions.



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5. STUDENTS MAY NOT POST OR VIEW:

5.1. Information, comments or images which may be detrimental to Grey College, or pertaining to current or former staff, students, suppliers, parents and stakeholders;

5.2. Any person's private information (including photographs or images of the person) of whatever nature, without the authority of the person / parent / guardian;

5.3. Any inappropriate, obscene or pornographic images;

5.4. Any communication or image which may be defamatory or violate the rights of any party;

5.5. Any communication which is offensive, threatening, abusive, harmful, hateful, malicious, discriminatory, demeaning, derogatory or which amounts to unlawful harassment or discrimination; illicit photos, profanity or other derogatory content;

5.6. Any communication which violates the intellectual property rights of third parties.

5.7. Any violation of the above rules may result in disciplinary action being taken against the student / individual concerned.

5.8. Students should be aware that any conduct, even in their private capacity, which impacts on the interests of the School, must be in accordance with the School's rules and policies. In circumstances where a student member, for example, defames or discloses confidential information on a social network and this causes damage to the School's or any individual's reputation and/or results in the loss of business, this shall be treated as an offence.

6. POSTS LINKED TO GREY COLLEGE

6.1. Use correct spelling and grammar. Even though social media is, to a great extent, casual, any online site that includes the Grey College name and/or its signature represents this institution to the entire world.



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6.2. Get official approval. Posting content on social media websites on behalf of the school requires specific authorisation from the Office of Marketing & Communications

6.3. Removal of pages. Grey College reserves the right to remove inactive communities or those that fail to adhere to positive brand advancement.

6.4. Grey College trademarks and logos may not be used without approval.

7. DISCIPLINARY ACTION

7.1. Grey College reserves the right to take disciplinary action against any person who do not abide by the above rules, which could lead to the termination of the employee's services once due process has been followed.

8. MARKETING BY GREY COLLEGE

8.1 Please note that Grey College (marketing manager and admins) reserves the right to post social media content of school activities and learners for marketing purposes. These posts will however always adhere to the rules and regulations of the Social Media Policy and will always be to promote the school in a positive way and not do any harm.

Grey College, its staff, learners and stakeholders are therefore notified regarding the SMP and any person(s) who have any objections are welcome to send their concerns in writing to The Principal.

The policy will be available to all students and parents on the website and through internal means of communication.