



SOCIAL MEDIA POLICY (For Staff)

1. INTRODUCTION

El Shaddai Christian School ("El Shaddai" or "the School") recognises that social media and the use of social media networking sites is a very valuable tool for both communication and education. El Shaddai wants all its learners, their parents/guardians and Staff to gain every benefit from the opportunities that social media can offer.

The School recognises that should social media not be used responsibly, it can pose certain risks. The School has a duty to protect itself, and other individuals associated with the School, against these risks. This Policy has been created to encourage the responsible use whilst at the same time reducing the risks associated with such use and protecting the School's reputation. Staff/Staff of El Shaddai may be able to access social media services and social networking sites at work, either through the School's IT systems or via their own personal equipment.

This Social Media Policy ("Policy") describes the rules governing the use of social media at El Shaddai and sets out how Staff must behave when using the School's social media accounts. It also explains the rules about using personal social media accounts at work and describes what Staff may say about the School on their personal accounts.

This Policy should be read alongside other key policies. This Policy should be read together with the El Shaddai [Electronic Information and Communication System Policy](#) and [El Shaddai Data Protection Policy](#).

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2. WHY THIS POLICY EXISTS

At El Shaddai, we foster an open and expressive environment, and respect every individual's right to freedom of speech. However, as an educational institution, we feel we must remind all our Staff of their obligations as citizens of South Africa, to ensure that all communications on social media is lawful, does not cause harm and does not infringe on other peoples' rights (e.g. their rights to reputation, dignity and privacy). As Christ followers, we eagerly embrace our digital citizenship responsibilities.

Social media can bring significant benefits to El Shaddai, particularly for building relationships with current and potential parents/guardians of learners. This is a tool that will be used to collaborate creatively and create a sense of accountability and trust on behalf of the School and its participants.

However, it's important that Staff who use social media within the School do so in a way that enhances the School's prospects. A misjudged status update can generate complaints or even worse, damage the School's reputation. There are also security and data protection issues to consider.

This Policy explains how El Shaddai Staff and Staff members should use social media safely and effectively.

3. POLICY SCOPE

- 3.1. This policy applies to all Staff and Staff members, consultants, contractors, volunteers, interns, casual workers, agency workers or any interested persons of El Shaddai ("Staff"), who use social media while working for business or personal reasons.
- 3.2. Social media includes (but is not limited to):
 - 3.2.1. Popular social networks like **Twitter** and **Facebook**
 - 3.2.2. Online review websites like **Google**
 - 3.2.3. Instant messaging social networks like **WhatsApp** and **SnapChat**
 - 3.2.4. Sharing and discussion sites like **Reddit**
 - 3.2.5. Photographic social networks like **Instagram**
 - 3.2.6. Live streaming platforms like **Live.ly** and **Music.ly**

- 3.2.7. Video platforms like **YouTube**
- 3.2.8. Gaming Platforms (including games on **Xbox** and **PlayStation**)
- 3.2.9. Question and answer social networks like **Quora** and **Yahoo Answers**
- 3.2.10. Professional social networks like **LinkedIn**

4. RESPONSIBILITIES

- 4.1. Everyone who operates the School's social media account(s) or who uses his/her personal social media account(s) with reference to the School or any person (including a learner) related to the School, has some responsibility for implementing this Policy.
- 4.2. However, the following persons have *key responsibilities*:
 - 4.2.1. The **Social Media Manager** is ultimately responsible for ensuring that El Shaddai uses social media safely, appropriately and in line with the School's objectives. He/she is responsible for ensuring requests for assistance and support made via social media are followed up. The Social media manager is: Mrs Vorster and may be contacted on marketing@escs.org.za
 - 4.2.2. The responsibility for monitoring and reviewing the operation of this Policy and making recommendations for change to minimise risks lies with the **Social Media Manager** who will review this Policy to ensure that it meets legal requirements and reflects best practice.
 - 4.2.3. The **IT manager** is responsible for providing applications and tools to manage the School's social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats.
 - 4.2.4. The **Marketing Manager** is responsible for working with the Social Media Manager to roll out marketing ideas and campaigns through our social media channels/platforms/networking sites.

It is advisable that these roles are allocated and confirmed to all Staff members at the beginning of each School year.

5. APPLICABLE LEGISLATION

- 5.1. Applicable legislation includes, but is not limited to:
 - 5.1.1. **The Constitution of the Republic of South Africa, 1996.**
 - 5.1.1.1. Rights may be infringed by users of social media (right to privacy, right to dignity etc.)
 - 5.1.2. **The Films and Publication Act 65 of 1996.**
 - 5.1.2.1. Posts on social media constitute "publications". The Act regulates the distribution of publications.
 - 5.1.3. **Electronic Communications and Transactions Act 25 of 2002.**
 - 5.1.3.1. This Act's objective is to provide for, facilitate and regulate electronic communications and transactions. (Narrow application)
 - 5.1.4. **Children's' Act 38 of 2005.**
 - 5.1.4.1. Gives effect to children's rights as contained in the Constitution.
 - 5.1.4.2. Sets out principles relating to care and protection of children.
 - 5.1.4.3. Defines parental responsibilities and rights.
 - 5.1.5. **Criminal Law (Sexual Offences and related matters) Amendment Act 32 of 2007.**
 - 5.1.5.1. Regulates child pornography (may be disseminated via social media).
 - 5.1.5.2. Sexual relations involving minors.

5.1.6. Protection from Harassment Act 17 of 2001.

5.1.6.1. Applicable in cases where social media is used as a mechanism to harass someone.

5.1.7. Promotion of Equality and Prevention of Unfair Discrimination Act 4 of 2000.

5.1.7.1. Prevention and prohibition of unfair discrimination. Social media publications can give rise to unfair discrimination.

5.1.8. Trademarks Act 194 of 1993.

5.1.8.1. Trademarks and similar intellectual property vests in the School and those rights are governed by this Act.

5.1.9. Copyright Act 98 of 1978.

5.1.9.1. Copyright may vest in the school which may be infringed via the social media.

5.1.10. The Protection of Personal Information Act 4 of 2013.

5.1.10.1. Regulates the use and management of personal information.

5.1.11. The South African Schools Act 84 of 1996.

5.1.11.1. Provides for a uniform system for the organisation, governance and funding of schools, to amend and repeal certain laws relating to schools, and to provide for matters connected therewith.

6. GENERAL SOCIAL MEDIA GUIDELINES AND PRINCIPLES**6.1. THE POWER OF SOCIAL MEDIA**

6.1.1. El Shaddai recognises that social media offers a platform for the School to perform marketing strategies, stay connected with parents/guardians and build its profile online.

6.1.2. The School also believes its Staff should be involved in industry conversations on social media networks. Social media is an excellent way for Staff to make useful connections, share ideas and shape discussions.

6.1.3. The School therefore encourages Staff to use social media to support the School's goals and objectives.

6.2. THE VALUE OF SOCIAL MEDIA

6.2.1. El Shaddai recognises that social media accounts can generate a number of benefits. For instance:

6.2.1.1. By posting about the School, the School can interact with parents/guardians regarding current events or activities taking place at the School;

6.2.1.2. It is a means for parents/guardians of the School to interact with one another;

6.2.1.3. It allows the School to receive feedback from current and potential parents/guardians on how to improve their services or advertising; and

6.2.1.4. By posting about the School, Staff members can help to **build the School's profile** online.

7. BASIC ADVICE

7.1. Assumptions can be made from viewing an Staff's social media account such that link that Staff to the School, even if they do not list El Shaddai Christian School as their employer or post about the School (for example by most of the Staff's friends being associated with the School, so it is assumed that the Staff in question is employed at

the School or assumptions that can be made from viewing content regarding the Staff member on another social media account such as being “tagged” in a School photograph by a friend or by the School).

- 7.2. This means that these social media guidelines and other applicable policies, apply 24 hours a day, 7 days a week (including School holidays), as all Staff and Staff members associated with the School act as representatives of the School at all times.
- 7.3. Regardless of which social networks Staff are using, or whether they’re using business or personal accounts during School time or not, following these simple rules helps avoid the most common pitfalls:
 - 7.3.1. **Know the social network.** Staff should spend time becoming familiar with the social network before contributing. It’s important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates. Each social media site has its own acceptable use policies that you may view at any time. By using the social media site you agree to those terms and conditions.
 - 7.3.2. **If unsure, don’t post it.** Staff should be cautious when posting to social networks. If a Staff member feels an update or message might cause complaints or offence, or be otherwise unsuitable in terms of the School’s moral values and ethos, they should not post it. Staff members should always consult the Social Media Manager for advice. It is important to remember that content on social media is “published” content from the moment one other person has seen the content on a social media networking site or platform (including WhatsApp). This means that you are responsible for it, the same as a journalist who puts a headline on the front page of the newspaper.
 - 7.3.3. **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Staff should adopt the same level of courtesy used when communicating via email. Staff should also observe the moral values and ethos projected by the School in their use of social media.
 - 7.3.4. **Look out for security threats.** Staff members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.
 - 7.3.5. **Do not share your password** with anyone else. It is also advisable to change your passwords regularly to protect your privacy.
 - 7.3.6. **Keep personal use reasonable.** Although the School believes that having Staff who are active on social media can be valuable both to those Staff and to the School, Staff should exercise restraint in how much personal use of their own social media accounts they make during working hours.
 - 7.3.7. **Don’t make promises without checking.** Some social networks are very public, so Staff should not make any commitments or promises on behalf of El Shaddai without confirmation from the authorised representative of the School, that the School can deliver on the promises. Direct any enquiries you receive to the Social Media Manager.
 - 7.3.8. Should you have authority to make claims on behalf of the School, **the social media communication must state and outline the details of this authority.** Note: simply stating authority does not remove any potential liability for these claims.

- 7.3.9. If you do not have authority to make claims on behalf of the School, you must clearly **state that the content is your own opinion and does not represent the opinions of the School or any other individual at the School**. Note: this disclaimer does not remove any potential liability for these claims.
- 7.3.10. **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and parent/guardian or learner issues. Once a parent/guardian or any third party has made contact, Staff should handle further communications via the most appropriate channel, i.e. via email or telephone or in person.
- 7.3.11. **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Staff should always take the time to think before responding, and hold back if they are in any doubt at all.
- 7.3.12. **Chain of publication.** Remember that even if you did not create the content, in terms of the law, you are responsible for any content that you retweet, share, like or are tagged in on social media. Any comments appearing on your posts are also your responsibility, and if you are in a WhatsApp Group all of the content on that group is your responsibility (not just the responsibility of the person who put it there).
- 7.3.13. **Failure to mention the name of the School or a certain individual does not remove liability** for content that is damaging to the School and/or others. You do not have to mention a name in order to have identified someone for the purpose of the offence of defamation or crimen injuria (infringement of dignity). Similarly, you do not have to mention the name of the School for the content to be defamatory.
- 7.3.14. When Staff are using or allowing the use of social media in schoolwork either in classrooms or as required work outside of classrooms, they should **regard participation in such online media as an extension of their classrooms** and anything which is permitted in classroom is acceptable online, and anything which would be unacceptable in a classroom should also be unacceptable online.

8. USE OF THE SCHOOL'S SOCIAL MEDIA ACCOUNTS

This part of the Social Media Policy covers all use of social media accounts owned and run by the School.

8.1. AUTHORISED USERS

- 8.1.1. Only people who have been authorised to use the School's social media accounts may do so. Authorisation is provided by the Social Media Manager or Head of the School.
- 8.1.2. Allowing only designated people to use the accounts ensures the School's social media presence is consistent and cohesive.

8.2. CREATING SOCIAL MEDIA ACCOUNTS

- 8.2.1. New social media accounts in the School's name must not be created unless approved by the Head of El Shaddai in consultation with the Social Media Manager.
- 8.2.2. The School operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

8.2.3. Should a member of Staff believe that a new social media account in the School's name should be opened they should raise the case with the Social Media Manager who will give the approval for opening such an account after consulting with the Head of the School.

8.3. WHATSAPP GROUPS FOR SCHOOLING PURPOSES

8.3.1. Where a WhatsApp group needs to be created for Schooling purposes, said WhatsApp group must be created and used in accordance with the school's WhatsApp Guidelines under **Annexure A**.

8.4. PURPOSE OF THE SCHOOL'S SOCIAL MEDIA ACCOUNTS

8.4.1. El Shaddai's social media accounts may be used for many different purposes. In general, Staff should only post updates, messages or otherwise use these accounts when that use is clearly in line with the School's overall objectives and is in line with the School's moral values and ethos.

8.4.2. For instance, Staff may use the School's social media accounts to:

- 8.4.2.1. **Respond** to parents/guardians enquiries and requests for help;
- 8.4.2.2. **Update** parents/guardians on current events occurring at the School;
- 8.4.2.3. **Share** blog posts, articles and other content created by the School or its learners;
- 8.4.2.4. **Share** insightful articles, videos, media, and other content relevant to the School; and
- 8.4.2.5. **Provide** the public with an insight into what services El Shaddai offers and the Christian values that the School projects.

8.4.3. Social media is a powerful tool that changes quickly. Staff are encouraged to think of new ways to use it, and to put those ideas to the Social Media Manager.

8.5. INAPPROPRIATE CONTENT AND USES

8.5.1. The School's social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the School into disrepute.

8.5.2. When sharing an interesting blog post, article or piece of content, Staff should **always** review the content thoroughly, and should **not** post a link based solely on a headline.

9. PERSONAL USE OF SOCIAL MEDIA

PERSONAL SOCIAL MEDIA RULES

9.1. ACCEPTABLE USE:

- 9.1.1. Use of social media accounts for non-work purposes is restricted to non-work times, such as breaks and during lunch.
- 9.1.2. Staff members are not permitted, during working hours or by means of School computers, networks and other IT resources and communications systems to use their own social media.
- 9.1.3. Staff members are not permitted to have parents/guardians of learners on their personal social media accounts. Should there be a situation where a Staff member has a personal relationship with a parent/guardian, this information should be disclosed to the relevant Social Media Manager.
- 9.1.4. Staff members may not use the School's e-mail address for your personal use of social media communications and similarly, Staff members may not use their

personal e-mail address for any official communication sent on behalf of the School. Kindly consult the El Shaddai Electronic Information and Communication System Policy for more information for more information on how to appropriately use the School's email system.

9.2. TALKING ABOUT THE EL SHADDAI CHRISTIAN SCHOOL:

- 9.2.1. Staff should ensure it is clear that their social media account does not represent El Shaddai's views or opinions.
- 9.2.2. They may not express opinions on the School's behalf via social media, unless expressly authorised to do so by the relevant Social Media Manager. They may be required to undergo training in order to obtain such authorisation.
- 9.2.3. You must not post comments about sensitive business-related topics, such as the School's performance, or do anything to jeopardise the School's trade secrets, confidential information, and intellectual property. Staff must not include El Shaddai's logos or other trademarks in any social media posting or on your profile on any social media account without first getting the permission from the Social Media Manager.
- 9.2.4. Staff must avoid making any social media communications that could damage the School's business interests or reputation, even indirectly.
- 9.2.5. Staff must not use social media to defame or disparage the School, our learners, parents/guardians, Staff or any third party. They may not harass, bully or unlawfully discriminate against Staff or third parties. In addition, they may not make false or misleading statements or to impersonate colleagues or third parties.
- 9.2.6. Staff may wish to include a disclaimer in social media profiles:
'The views expressed are my own and do not reflect the views of my employer.'
- 9.2.7. Staff may not post or share any pictures or personal information relating to the learners of the School on their personal social media. For example: Staff may not post any pictures or videos of learners on their WhatsApp Status.
- 9.2.8. It is important to note: that although your personal social media account(s) are for your personal use only, the way in which you present yourself online is a reflection of El Shaddai Christian School and will have a direct impact on our reputation. We urge you to be careful in your posts/interactions and recommend that your social media accounts are private.
- 9.2.9. El Shaddai may use internet searches to perform due diligence on candidates in the course of recruitment, this includes a candidate's social media platforms.

10. SAFE, RESPONSIBLE SOCIAL MEDIA USE

The rules in this section apply to any Staff using the School's social media accounts.

10.1. USERS MUST NOT:

- 10.1.1. Create or transmit material that might be **defamatory or incur liability** for the School.
- 10.1.2. Post message, status updates or links to material or **content that is inappropriate**. **Inappropriate content** includes (but is not limited to):
 - 10.1.2.1. pornography,
 - 10.1.2.2. racial or religious slurs,
 - 10.1.2.3. gender-specific comments,

10.1.2.4. information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

The definition of **inappropriate content or material** also covers any text, images or other media that could reasonably offend someone based on (but not limited to): race; age; sex; religious or political beliefs; national origin; disability; sexual orientation; and or any other characteristic protected by law.

10.1.3. Use social media for any **illegal or criminal activities** or promote any illegal or criminal activity.

10.1.4. Send **offensive or harassing material** to others via social media.

10.1.5. Broadcast **unsolicited views** on social, political, religious or other non-business related matters.

10.1.6. Distribute on social media any revenge pornography (including naked/revealing pictures/images or videos of someone, or intimate messages sent by somebody without their express consent).

10.1.7. Submit, post or upload files that contain software or other material the intellectual property rights in which are owned by any third-party or which are protected by rights of privacy or publicity of any third party without having received all necessary consents.

10.1.8. Send or post messages or material that **could damage El Shaddai's image or reputation**.

10.1.9. Interact with El Shaddai's competitors in any ways which could be interpreted as being **offensive, disrespectful or rude**. (Communication with direct competitors should be kept to a minimum).

10.1.10. Discuss **colleagues, competitors, parents/guardians, learners or suppliers** without their approval.

10.1.11. Post, upload, forward or link to **spam, junk email or chain emails and messages**.

10.1.12. Submit any material which is prohibited by any applicable data protection or privacy legislation.

10.1.13. **Post anything that is considered to be cyberbullying.** Cyberbullying is the use of technology to bully or hurt someone else and can include (but is not limited to):

- 10.1.13.1. Sending or sharing hurtful or abrasive messages or emails.
- 10.1.13.2. Humiliating others by posting or sharing embarrassing videos or pictures.
- 10.1.13.3. Spreading rumours of lies online.
- 10.1.13.4. Setting up fake accounts or online profiles.
- 10.1.13.5. Excluding others online purposively.
- 10.1.13.6. Repeated harassment and threatening messages (cyberstalking).

10.2. USERS MUST:

10.2.1. Report any incidences of bullying, harassment, sexting or other inappropriate communications concerning or involving any learner of the School or other individual associated with our School as soon as they become aware.

10.2.2. Use any School WhatsApp / Hangout groups in accordance with the guidelines stated under **Annexure A**.

10.2.3. Send emails or email threads in accordance with the School's **Electronic Information and Communication System Policy**.

10.2.4. Only use the School logo once written permission from the Head of the School has been received to do so.

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10.3. POSTING PICTURES OF LEARNERS

10.3.1. Any pictures/videos of learners that are to be posted on the School's social media accounts must be confirmed with the Social Media Manager.

10.3.2. The Social Media Manager will confirm if the parent/guardian has given their consent for the learner's picture to be taken and posted on social media.

10.3.3. Once the Social Media Manager has authorized the Staff member to post the picture/video, only then may he/she do so.

10.3.4. THIS PROCESS MUST BE STRICTLY ADHERED TO AND STAFF MEMBERS MUST BE CAUTIOUS IN THEIR POSTINGS. IT MUST BE ACKNOWLEDGED THAT NOT ALL PARENTS/GUARDIANS HAVE GIVEN THEIR CONSENT TO THEIR CHILD/CHILDREN'S PICTURE/VIDEO TO BE POSTED ON SOCIAL MEDIA.

10.4. COPYRIGHT

10.4.1. El Shaddai respects and operates within the relevant copyright laws of the Republic of South Africa. Staff may not use social media to:

10.4.1.1. Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted by that third party.

10.4.1.2. If Staff wish to **share content published on another website**, they are free to do so if that website has obvious sharing buttons or functions on it.

10.4.1.3. Share links to **illegal copies** of music, films, games, or other software.

10.5. SECURITY AND DATA PROTECTION

10.5.1. Staff should be aware of the security and data protection issues that can arise from using social networks.

10.5.2. Staff must read this Policy with the El Shaddai Data Protection Policy in this regard.

10.6. MAINTAIN CONFIDENTIALITY

10.6.1. Users must not:

10.6.1.1. Share or link to any content or information owned by the School that could be considered **confidential or commercially sensitive**.

10.6.1.2. This might include sales figures, details of key customers, or information about future strategy or marketing campaigns.

10.6.1.3. Share or link to any content or information owned by another company or person that could be considered **confidential or commercially sensitive**.

10.6.1.4. Share or link to data in any way that could breach the School's **data protection policy**.

10.7. PROTECT SOCIAL ACCOUNTS

10.7.1. The School's social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.

- 10.7.2. Wherever possible, Staff should use **two-factor authentication** (often called mobile phone verification) to safeguard School accounts.
- 10.7.3. Staff must not use a new piece of **software, application, or service** with any of the School's social media accounts without receiving approval from the Social Media Manager.

10.8. AVOID SOCIAL SCAMS

- 10.8.1. Staff should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the School or its parents/guardians or learners.
- 10.8.2. Staff should **never reveal sensitive details** through social media channels. A user's (parents/guardians) identity must always be verified in the usual way before any account information is shared or discussed.
- 10.8.3. Staff should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

11. POLICY ENFORCEMENT

11.1. MONITORING SOCIAL MEDIA USE

- 11.1.1. The School's IT and internet resources include computers, smart phones and internet connections that are provided for legitimate business use.
- 11.1.2. The School reserves the right to monitor, intercept and review, without further notice, Staff activities using our IT and internet resources, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources. Any such examinations or monitoring will only be carried out by authorised Staff.
- 11.1.3. Additionally, all data relating to social networks written, sent, or received through the School's computer systems is part of official El Shaddai records.
- 11.1.4. The School can be legally compelled to show that information to law enforcement agencies or other parties.

11.2. POTENTIAL SANCTIONS

- 11.2.1. Knowingly breaching this Social Media Policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of employment. Any member of Staff suspected of committing a breach of this Policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.
- 11.2.2. You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.
- 11.2.3. Staff, contractors, and other users may also be held personally liable for violating this Policy.
- 11.2.4. Where appropriate, the School will involve the police or other law enforcement agencies in relation to breaches of this Policy.

Annexure A
El Shaddai Christian School WhatsApp / Hangout Guidelines:

Please adhere to these WhatsApp and Hangout Guidelines put together by the School's Social Media Manager and Head of the School to protect both individuals and the School.

1. SET-UP OF GROUPS

- a. School WhatsApp groups must only be set-up by a Staff member (or where applicable, by a learner authorised by the Social Media Manager assisted by a Staff member) of El Shaddai. Should a Staff member wish to set-up a WhatsApp group in relation to the School they can approach the School's Social Media Manager or Principal/ School Head with a request for the set up of such group.
- b. Any WhatsApp group set up for the purpose of the School and School related communication must be set-up under the social media account of the School and not on the personal account of a Staff member.
- c. The Social Media Manager or such Staff member as may be selected by the Social Media Manager shall form part of the newly created WhatsApp group and shall have the right to monitor the activities on the WhatsApp group.
- d. School WhatsApp groups can either be set up between:-
 - i. Staff member and parents/guardians;
 - ii. Staff member and learners; or
 - iii. Between learners.
- e. Where the Staff member requires replies from each recipient separately, the particular message could be submitted via the **WhatsApp Broadcast List** functionality, however, only at the authorisation of the Social Media Manager or Principal. Such Broadcast List will also be subject to this Policy.
- f. The Staff member setting up the WhatsApp group must decide prior to setting up the WhatsApp group whether any of the group members could participate in the group or not.
- g. Depending on the messages to be sent under a particular group, the Staff member may utilise the "*Disappearing Messages option*" that will delete the messages after 24 hours, 7 days or 90 days. The policy should be that message related to certain events or tasks that are attended to or executed by a certain date, should be linked to a disappearing messages option.
- h. The first message on any WhatsApp group or Broadcasting List created should be posted by the authorised Staff member/ Admin of the group and should read:

"Take note that the use of this WhatsApp Group/Broadcast List is subject to our Social Media Policy (external) and Privacy Policy."

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A WhatsApp Group is similar to a group of friends sitting in a room where everything you say or hear can be heard by other people in the room as well.

A WhatsApp Broadcast allows you to send a message to several contacts at once. The message sent by you will appear as an individual message in the chat. A WhatsApp Broadcast can be considered as a flyer that is shared to a list of people individually.

It is our advice that the general rule is for Staff to set up and use WhatsApp Groups as opposed to Broadcast lists in order to avoid the Staff member messaging a parent/guardian privately.

However, should the school need to receive sensitive/personal information from many parents/guardians a Broadcast List on the schools account to ensure that the parent/guardian responding with the personal information or sensitive information responds directly to the school's account as opposed to the individual account of a teacher/employee

And where a WhatsApp group is created and a group member may participate in messages the following should be added:

"Please do not use this group to air grievances or complaints. It would be preferred that parents/guardians message the concerned person privately or schedule an appointment with the relevant class teacher/ member of El Shaddai staff."

- i. All groups between learners must be set up with only the group captain / student forum leader & other students where only the captain or student forum leaders are Admin and able to post. The relevant Staff member shall also be added as an Admin user to this group.
- j. The following clause must form part of the group description:

"The purpose of this WhatsApp group is to provide a platform for sharing school information and for fostering support between teacher or coach and pupils OR student forum and pupils, relating to school activities. Content posted in this group may constitute personal information and may under no circumstances be shared externally without obtaining the necessary consents. Please do not use this group to air grievances or complaints. It would be preferred that Staff/ Learners/ Parents/Guardians message the concerned person privately or schedule an appointment with the relevant teacher."

2. OTHER

- a. **No "out of hours" use of the groups.** The "hours" of all School WhatsApp Broadcast Groups are from 7 am - 7 pm. Communications must only be sent between these times. These groups must only be used outside of these hours for emergencies or by agreement of all the group users for a specific event or purpose.
- b. **School business only.** These groups are for School related business only and for the purpose of discussion of the topic for which the group was set-up for. There must be no unrelated business, current affairs or social issues discussed on these groups. Advertising, political endorsement, memes, jokes and the likes are prohibited on these groups.
- c. **Positive content only.** These groups are not places for the discussion of gripes with the School, teachers, parents/guardians or learners. If there is an issue that is of concern, it must be raised through the appropriate channels not on any form of social media. Always be careful with the tone of your messages and remember that context is often not clear online. Emotions can cause offence/confusion so use them wisely.
- d. **Only reply to the message if necessary.** If a message does not require a response, please do not respond. The volume of messages on these groups can become overwhelming. You do not need to acknowledge receipt unless specifically requested to do so.
- e. **Absolutely no profanity.** Please refrain from using profanity and foul language on the group.
- f. **The common sense test.** Anyone who posts something on the group should use the common sense test and be happy for the content to be posted, stated and discussed in any public forum at the School.
- g. **Personal Information.** Should a Staff member/ group admin wish to post personal information (including photos and videos) on the group the Staff member/ group admin must be certain that they have received the necessary consents (in writing) to do so.