

 <b>CAMPS BAY</b> <b>HIGH SCHOOL</b>	<b>CAMPS BAY HIGH SCHOOL: POLICIES</b>		
	<b>POLICY:</b>	<b>SOCIAL MEDIA POLICY</b>	
		<b>DATE:</b>	<b>1 FEBRUARY 2021</b>

## **1. INTRODUCTION AND PURPOSE**

Camps Bay High School (“the school”) recognises that social media is a valuable tool for communication. The purpose of this policy is to govern the appropriate use of social media by educators, non-educators, parents/guardians and learners. Social media must be used responsibly.

The school respects the individual privacy of educators, non-educators, parents/guardians and learners. However, this privacy does not extend to their school-related conduct or to the use of equipment, resources or supplies provided by the school. If not used responsibly, social media poses certain risks. The school has a duty to protect itself, and other individuals associated with the school, against these risks.

This policy has therefore been created to ensure the appropriate use of social media, reducing the risks to individuals associated with the school and the school’s reputation.

At Camps Bay High School, we respect every individual’s right to freedom of speech. However, as an educational institution, we must remind all learners and parents of their obligations as citizens of South Africa, to ensure that all communications on social media are lawful, do not cause harm and do not infringe on other peoples’ rights (e.g. their rights to reputation, dignity and privacy). Sometimes this may mean that your right to freedom of speech is limited. This is not a limit imposed by the school, but by South Africa’s Constitution.

This policy applies to all staff, parents/guardians of learners and all learners at the school and to social media used in both a personal capacity as well as in relation to/association with the school.

## **2. DEFINITION OF SOCIAL MEDIA**

In this policy, any word or expression to which a meaning has been assigned bears the same meaning assigned to it and, unless the context indicates otherwise:

“**Child**” means a person under the age of 18 years;

“**Cyberbullying**” refers to wilful and repeated harm inflicted through the use of computers, cell phones and other digital devices;

“**Social media**” means a collection of interactive online platforms and tools that individuals, groups and organisations use to share content, profiles, opinions, insights, experiences, perspectives and media. It allows for the creating and exchange of user-generated content; and

“**Social Media Platforms**” means web-based services that allows for individuals to:

- Build a public or semi-public profile;
- Share contacts or friends with other users; and
- View their lists of contacts or friends and those made by others within the system; the nature and nomenclature of these contacts or friends may vary from site to site.

These platforms include but are not limited to: blogs, forums and platforms such as Facebook, Google, Instagram, Snapchat, Twitter, Discord, Signal, Telegram, Twitch, Reddit, TikTok, WhatsApp, YouTube, Gaming platforms (including games on Xbox and PlayStation etc.) and any other forms of communication now and in the future classified or generally regarded as social media platforms.

### **3. IMPORTANT PRINCIPLES**

All Camps Bay High School staff, learners and their parents/guardians must bear in mind these important principles when using social media:

- Most individuals, whether learners or parents/guardians can be linked with the school, even if they do not list Camps Bay High School as their school or the school their child attends. Therefore, these social media guidelines apply 24 hours a day, 7 days a week (including school holidays), as all individuals associated with the school (staff, parents/guardians and learners) act as representatives of the school at all times.
- Content on social media is “published” content – as soon as one other person has seen your content on social media, in terms of the law, that content is regarded as “published” content. This means that you are responsible for it.
- It is a permanent record. Even if the content is deleted shortly after it is posted online, screenshots allow widespread distribution of content. All users should take care not to share compromising images or inappropriate messages that may damage their reputation later on in life.
- You are never anonymous online – it is easy to trace the identity and location of an account holder using an IP address.
- It is not private. Be very careful with posting any personal information that you would not want the public to see.
- 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).
- You may not air your personal grievances about the school on social media (this includes WhatsApp). If you have an issue related to the school, it is your responsibility to address the matter with the school via the appropriate channels at the school.
- Camps Bay High School staff, parents/guardians and learners may not engage in online communication activities that could bring the school into disrepute, and have a responsibility to avoid establishing online relationships and/or interests that could adversely influence or impair their capacity to act with integrity and objectivity. Staff, parents/guardians and learners will be held accountable for any such behaviour by the school.
- WhatsApp Groups – any content on a WhatsApp Group is just as much your responsibility as the responsibility of the person who put it on there/created it.

In a situation where the content of the group becomes inappropriate in any way, you must leave the group immediately to leave the chain of publication; and document that you disapprove of the content and that you want to remove your association with it.

If you fail to take these actions listed above, you are choosing to remain in the chain of publication and will be considered as responsible and liable, as the person who originally posted it.

- Failure to mention the name of the school/person does not remove liability for content that is damaging to the school/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).
- All users should familiarise themselves with privacy settings and avoid sharing information they may not wish to have in the public domain.
- Defamatory, derogatory, false or offensive comments made and such information shared on the school's Social Media Sites or other platforms will be deleted by the administrator.
- Parents/guardians must take reasonable steps to ensure that learners comply with this policy within and outside the school premises.

#### **4. APPROPRIATE USE OF SOCIAL MEDIA**

To ensure the responsible use of social media, Camps Bay High School staff, parents/guardians and learners are required to use social media in adherence with the following rules:

- You must abide by all of the terms and conditions for the social media platforms and facilities that you are using.
- If you have authority to make claims on behalf of the school, the communication must state this authority in these communications.
- 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. However, this disclaimer does not remove any potential liability for these claims.
- For any school **WhatsApp groups**, you must adhere to the WhatsApp guidelines below:
  - a) Only authorised persons may set up WhatsApp groups for school use. Any WhatsApp group for school use must have a Camps Bay High School staff member as one of the Group Administrators.
  - b) No “out of hours” use of the groups. The “hours” of all school WhatsApp Groups are from 6am - 8pm. Communications must only be sent between these times. These groups may only be used outside of these hours for emergencies.
  - c) Camps Bay High School WhatsApp groups are for school related business only. There must be no unrelated business, current affairs or social issues discussed on these groups. Advertising, political endorsement, memes, jokes, etc. are prohibited on these groups.
  - d) Camps Bay High School WhatsApp groups are not places for the discussion of gripes with the school, teachers, staff, parents, guardians or learners. Issues must be raised through the appropriate channels not on any form of social media.
  - e) Only reply to the message if necessary. If a message does not require a response, please do not respond. You do not need to acknowledge receipt unless specifically requested to do so.

- f) Our staff do also appreciate a break so please do not expect communication from them on WhatsApp groups outside of school hours (8am - 4pm, Monday to Friday - excludes public holidays and school holidays) unless it is an emergency. In the case of an emergency, it would be best to make direct contact with the staff member and not via a group.
- g) Camps Bay High School WhatsApp groups are facilities for teachers/admin staff to post school related information or requests.
- For any school related **emails**, please stick to the email rules below:
    - a) Please note that if a parent/guardian or learner has an issue or a query, the first person to contact is the tutor teacher. If it is an issue related to the tutor teacher, parents/guardians or learners should get in touch with the Grade Head before getting in touch with the Head of Academics or Principal, dependent on the nature of the issue. Sports related queries should be addressed to the Sports Office.
    - b) Emails to Camps Bay High School staff will be responded to between 7am and 4pm, Monday to Fridays (excluding public holidays and school holidays).
    - c) All emails will be responded to within 48 hours.
    - d) In order to protect individuals at Camps Bay High School, use the bcc function instead of cc. Please only cc/bcc relevant individuals.
    - e) If you have an issue you wish to discuss with the school please do not copy the email to anyone other than the people directly involved.
    - f) Avoid sharing personal information related to others associated with the school via email.
    - g) Please remember that emails can be forwarded and copied and screenshots can be taken. Be careful what you write/send!
    - h) Take care when replying/forwarding an email, that any private or inappropriate content from the thread is not being transmitted with it.
    - i) School related contacts and email lists/groups must not be used for any purposes other than school related business.
    - j) Email advertising is not permitted when dealing with school related contacts.
    - k) Please only reply to an email if appropriate i.e. an email addressed specifically to you - not a bulk email. Acknowledged receipt is only required, where requested.
    - l) If you have a query regarding an email do not "reply-all", instead write specifically to the person who sent the email.
  - You can only use the school logo, if you have written permission from the Principal of Camps Bay High School or the Marketing & Communications Manager.
  - You may not create social media accounts that appear to belong to the school, without written permission from the Principal of Camps Bay High School, or the Marketing & Communications Manager, to do so.

- We remind our staff, parents/guardians and learners that in terms of using social media, one must not create, post, associate yourself with (i.e. by being in the chain of publication for) or send on any content that includes the following:
  - a) Content that may be used for unlawful purposes, or that aims to assist with unlawful conduct;
  - b) Content that includes any threats of violence or harm of any type;
  - c) Content that amounts to hate speech ie, speech that discriminates on prohibited grounds such as gender, ethnicity or sexual orientation;
  - d) Content that is obscene, violent or pornographic;
  - e) Content containing communications or images which may be defamatory (i.e. say something bad about someone/an organisation) or violate the rights of another party;
  - f) Content containing offensive, abusive, harassing or harmful communications;
  - g) Content that is untrue or that is designed to mislead other people;
  - h) Content that discloses private information about the school, our learners or our staff;
  - i) Content that is detrimental to the school, or any of its staff, learners or parents; and
  - j) Content that infringes the intellectual property rights of another party.
- Should you become aware of any incidences of bullying, harassment, sexting or other inappropriate communications concerning or involving any learner or other individual associated with our school, this needs to be reported to a member of staff immediately.
- You may not use school social media channels for advertising of any kind.
- Personal details of Camps Bay High School staff, parents/guardians and learners may not be disclosed to other parties, unless express permission has been given by the relevant party.
- Staff, parents/guardians and learners should take note that the school may from time to time share photos on social media sites that were taken during official school activities. People may then be “tagged”, but will never be tagged by a member of the school staff.
- Users of these social media sites are advised to check their security settings if they prefer to review postings in which they were “tagged”.
- Staff should not befriend on Facebook or follow on Instagram, Twitter, TikTok or any other Social Media Platform any learners who are still at Camps Bay Schools (primary or high school), except in the case of a site specifically set up for professional purposes.

## **5. SAFETY RISKS RELATING TO THE USE OF SOCIAL MEDIA**

The rapid development of electronic access, social networking sites and widespread access to mobile technology has provided powerful avenues for sharing digital content in South Africa. These mediums

have also created an online arena for risks. Social media has the potential to expose learners to high-risk content and individuals they may not otherwise have had contact with.

The often uncensored and unmonitored nature of the cyber environment can expose learners to a number of dangers, some of which are briefly defined below:

- **Cyberbullying**

- a) The traditional notion of face-to-face bullying has expanded into the digital realm where offline bullying is extended to acquaintances and strangers online.
- b) Even though bullying is a phenomenon that existed before the creation of mobile phones and the internet, the two mediums have magnified the problem by creating a new avenue through which bullying can take place.
- c) When perpetrated via telephone mediums or online, cyberbullying is eased by the apparent anonymity and distance from the victim.
- d) This has become a safety risk in South Africa among children who are victims of online stalking, harassment and cyberbullying, with resulting emotional stress, mostly perpetrated by voice calls, voice notes, text messages and instant messaging.

- **Violence**

The term “violence” must be interpreted to include the impact of, and the need to address non-physical and/or no-intentional forms of harm such as, among others, neglect and psychological maltreatment and in particular, mental violence. This includes psychological bullying and hazing by adults or other children, including via information and communication technologies such as cell phones and the Internet (also known as cyberbullying).

- **Sexting**

- a) Sexting is the act of sending nude or semi-naked photos or videos, and sexually suggestive messages via mobile texting or instant messaging.
- b) It is considered a punishable crime under South African law as a form of communication to children under the age of 16 years.

- **Sexually explicit and child abuse images and videos**

- a) Access to and the use of social media presents opportunities for children to be exposed to disturbing, harmful and age-inappropriate content online.
- b) However, there have been recent attempts by government to protect children from harmful content through cell phone pornography legislation which make it illegal for Internet and cell phone service providers to distribute pornography, or permit it to be distributed, so as to ensure protection for children.

- **Talking to and meeting with strangers**

- a) The digital world presents an opportunity for individuals to exchange ideas and content without meeting in person.
- b) Information sharing and chatting online can often prompt individuals to meet in person.

- c) This practice has had incredible repercussions for children who choose to meet with online friends face-to-face.
- d) This allows for certain online risks to emerge, such as learners who may be granted access to digital platforms by falsifying their age online, and adults who may falsify their information and age to pose as teenagers and in doing so establish harmful online relationships with unsuspecting children.

- **Plagiarism and personal responsibility**

- a) Young people who download and swap music files, “cut and paste” homework assignments from other individuals’ work, or purchase whole assignments from online “cheating sites”, ignore copyright law that applies to the Internet and contribute to crimes such as pirating of music, images, videos or software in an illegal and dishonest manner.
- b) Documented permission is required for the use of third-party or intellectual property rights belonging to another person, including copyright, patents, trademarks, photos or videos, and other intangible intellectual property.

## **6. PoPI ACT**

It is worthwhile to read this policy in conjunction with the Protection of Personal Information Act. (PoPI Act – ACT no. 4 of 2013) as legislated by government.

The purpose of the PoPI Act is to ensure that all South African institutions and individuals conduct themselves in a responsible manner when collecting, processing, storing and sharing another entity's personal information by holding them accountable should they abuse or compromise your personal information in any way.

## **7. AMENDMENTS TO POLICY**

The School Management Team and Governing Body may from time to time amend, supplement, modify or alter this policy.

## **8. POLICY ADOPTION**

This policy was adopted on 27 January 2021 by Camps Bay High School’s Safe School Committee:  
Mr Kevin Jenneke - School Management Team Representative,  
Mr Faaik Holtman - Network Administrator,  
Mrs Yonela Moopelwa - Head of IT,  
Mrs Bronwyn Harvey - Head of Life Orientation (Grades 8 to 11),  
Ms Carol van der Spuy - Marketing & Communications,  
Mrs Simone Segall - School Governing Body Representative

SIGNED at CAMPS BAY ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2021

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**Governing Body Chairman**

**School Principal**