



## **Social Media Policy (2024-25)**

### **1. Purpose**

The purpose of this policy is to provide guidelines for the use of social media by students, staff, and the school community, ensuring that such use is consistent with the school's values and educational mission.

### **2. Scope**

This policy applies to all students, staff, and members of the school community when using social media platforms, both on and off school property.

### **3. Definitions**

- i) "Social Media" Any online platform for communication and sharing of information including but not limited to Facebook, Twitter, Instagram, TikTok, Snapchat, YouTube, and blogs.
- ii) "School Community": Students, parents, teachers, administrative staff, and other stakeholders associated with the school.

### **4. General Guidelines**

- i) Respectful Communication: All interactions on social media should be respectful and in accordance with the school's code of conduct.
- ii) Privacy: Personal information about students, staff, and school matters should not be shared without appropriate consent.
- iii) Accuracy: Ensure that all information shared is accurate and does not mislead or spread false information.
- iv) Representation: Staff members must not represent the school on social media without authorization. Personal social media accounts should clearly state that opinions are personal and not representative of the school.
- v) Consent for images or quotes to be published on social media. All images and quotes of school staff or parents will be published only after taking their due consent in writing. In case of students, consent to publish their picture or quote will be given by parents.
- vi) Avoid publishing images with clear faces of staff or children without their consent to protect their privacy online

### **5. Student Use**

- i) Students should use social media responsibly and understand that their online actions can have real-world consequences.

School will not be responsible or become a party in case any legal matter is reported due to online interaction between individuals using schools social media platform

ii) Cyberbullying, harassment, or any form of misconduct on social media not to be tolerated and may be subject to disciplinary action by the Child protection Committee.

iii) Students should not share personal information or images of others without their consent.

iv) Educational Use: Social media can be used for educational purposes, such as class projects or school clubs, with prior approval from a teacher or administrator.

## 6. Staff Use

i) Professionalism: Staff should maintain professional boundaries with students on social media. Direct communication with students via personal social media accounts is discouraged.

ii) Confidentiality: Staff should not share confidential information about students, colleagues, or school operations.

iii) Role Modeling: Staff should model positive digital behavior and use of social media.

iv) School Accounts: Staff managing official school social media accounts must ensure content is appropriate, informative, and aligns with school policies and values.

## 7. Parental Guidance

i) Parents are encouraged to monitor their children's social media use and discuss responsible online behavior.

ii) Parents should respect the privacy of students and staff by not sharing images or information from school events without consent.

## 8. Consequences of Misuse

i) Violations of this policy may result in disciplinary action, including suspension or expulsion for students, and disciplinary action for staff, up to and including termination

ii) Legal consequences may also apply if social media use violates laws or regulations.

## 9. Reporting and Support

i) Any concerns or violations of this policy should be reported to school administration immediately

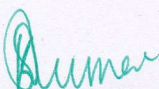
ii) The school will provide support for individuals affected by negative social media interactions and offer educational resources on digital citizenship.

## 10. Review and Updates

This policy will be reviewed annually and updated as needed to reflect changes in technology and social media trends.

## Conclusion

By adhering to this social media policy, the school community can ensure a safe, respectful, and productive online environment that supports the educational mission of Bal Bharati Public Schools.

  
(Kalpana Dwivedi)  
Principal

