

GIIS-AD-Policy-25-010

SOCIAL MEDIA AND SCHOOL NETWORK GUIDELINES POLICY

Last Review	April 2024
Revised on	21 April 2025
Reviewed by	Principal, Vice Principal and SLT's
Next Review	April 2026

Social Media

Social media is an evolving and rapidly growing communication platform, allowing for two-way social interaction between people and organisations. In short, social media is about people. The use of social media is reflective of individuals and of organisations they are associated with. The spread and reach of content posted on social media channels are vast; postings are available and can be viewed by people worldwide in seconds.

Social media is changing the way we use the internet to interact with one another. It is rapidly becoming a part of our daily lives. Social media refers to online community sites including Facebook, Myspace and LinkedIn, file sharing sites such as Picasa and YouTube; blogs, forums and micro-blogging sites like Twitter. These guidelines would be updated from time to time as new social media platforms, communities, trends and cultures develop.

The Global Schools Foundation's (GSF) Marketing & Communications Team, along with assigned staff coordinators, are authorised to post content on behalf of Global Indian International School (GIIS) on its social media channels. GIIS recognizes that social media is a two-way engagement and interaction platform, which facilitates open dialogue and discussion of ideas that are beneficial for the organisation, and/or individuals in their learning capacity.

Always be considerate and transparent about your engagement on social media channels, as you represent GIIS as an employee or student. Your online behaviour impacts the organisation's reputation and we encourage you to positively engage in sharing views and ideas on social media channels. As employees and students of GIIS, it becomes critical for us to stay connected and relevant.

Parents are not advised to post any grievances, complaints or derogatory comments about any post/student/employee or any other parent on social media. All grievances have to be addressed to the school through the school intranet portal www.mygiis.org. Any post/comment considered inappropriate will be removed from the school's official social networking sites and action may be initiated as deemed fit. Keeping the above in mind, remember:

Protect your own Privacy

Do not upload, post or divulge any information that will compromise your privacy or professional confidentiality. Beware of scammers and identity thieves. Only accept invitations to share information from people you know. Utilise privacy settings to control access to your network, web pages, profile, post blogs, etc.

Identify with your own Identity

Always use your real name to post or share content on social media. If you are sharing or posting content on behalf of GIIS and wish to promote school activities or achievements identify yourself as a student or staff member.

Maintain respect

Sharing content, thoughts, and views with others is the idea of engaging in social media. Always be respectful and avoid inflammatory, racist or offensive language.

Do not upload offensive or explicit written, audio, or video content.

Be responsible online

You are responsible for any content or comments personally made by you. Always maintain a clear and calm-minded approach to sharing any content online.

Ensure that you always protect your privacy and do not insult, threaten or deride anyone on the grounds of caste, religion, race, nation, gender or circumstances in a manner that goes against GIIS' code of conduct.

Think before making any post

Social media has a strong 'viral' quotient, making any comment, post, or sharing of thoughts, ideas, or events reach out to people worldwide in a matter of seconds. Be mindful of what you post. Search engines and archival systems save information, which can be retrieved years after the post has been made.

Cyber Bullying

Cyberbullying is considered an act of harassment. Do not indulge in this crime in any manner whatsoever. Please refer to the GIIS Student Handbook for detailed information.

Maintain Personal and Organisational Confidentiality

Do not post any information that is confidential personal or commercial information about GIIS, its students, teachers, or staff members. Posting the same may breach legal obligations or GIIS policies and procedures.

Privacy Settings

Only accept invitations to share information from people you know. Utilise privacy settings to control access to your network, web pages, profile, posts blogs, etc.

Manage your time spent online

Users should allocate a certain amount of time to using social media to avoid over usage and manage time for studies, co-curricular activities, and other important work.

Plagiarism

Publishing your opinions, art, writing, and other works make them subject to

plagiarism. Although an effective way to share your work, content online is public and can be used without prior permission and knowledge of the user. Users must be cautious of what is published to maintain the genuineness of their work.

Precautionary use of photo uploads

Social media involves photo-based communication and a large number of images.

These can be manipulated and used in other areas without the user coming to know. Hence, caution should be exercised to protect your identity, and above all, integrity.

The school shall be regularly posting photographs and video clips of school activities involving Students unless specifically requested by parents not to post their child/children's photographs or video clips, they will be posted on the school's official Facebook page, Google + page, or official YouTube channel.

GUIDELINES FOR POSTING ON FACEBOOK

Any post that is offensive, defamatory, off subject, abusive, or selling external services, events, or activities will automatically be marked as spam and removed.

No parent or student shall give misleading facts / opinions or any blog(s) / website(s) / social media channel(s) about the school or any teacher. If they are defamatory in nature or deemed to be so by the Internal Review Committee (IRC), it would be considered a serious breach.

Students and parents should use the official school communication channels such as emails from school officers or the school intranet to send any feedback/grievances or complaints. Any complaint or negative comment mentioned on the school's Facebook post will be treated as defamatory and appropriate action would be initiated against the person concerned.

Use of school logos, images, or photographs on personal social profiles is strictly prohibited. If a user has any question or feedback to share in relation to classes, activities, or any school-facilitated service, he/she is requested to contact the respective teacher-in-charge or Campus Principal through the official GIIS web portal, www.mygiis.org

