

# Social Media Policy & Guidelines

## Canadian International School of Beijing

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**CANADIAN**  
INTERNATIONAL SCHOOL OF  
**B E I J I N G**  
**北京加拿大国际学校**

### Introduction

At the Canadian International School of Beijing (CISB), we encourage and support staff, and other school community members to use social networking and media platforms (Twitter, Facebook, WeChat, Instagram, etc...) as a way to share educational resources, create and curate educational content, enhance the classroom experience, promote internal collaboration and to highlight CISB's activities, facilities and culture. While social networking is valuable and fun, there are some items that should be kept in mind when using these tools.

If you are a member of the CISB community who actively engages in social media, these guidelines are intended for you. We expect everyone who participates in social media on behalf of CISB to understand and follow these guidelines.

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# 1. Social Media Policy

## 1.1 Statement

This policy governs the publication and commentary by employees (Staff), and students, parents/guardians, student's family members, partnered organizations, etc... (Non-Staff Community Members) of CISB on all social media applications/platforms. For the purposes of this policy, social media means any facility for online publication and commentary, including but not limited to blogs, social networking sites and applications such as Facebook, WeChat, Twitter, Instagram and YouTube. The Marketing Team refers to the Head of Admissions/Director of Public Relations and the Marketing Assistant. Both of whom can be reached via the [admissions@cisbeijing.com](mailto:admissions@cisbeijing.com) email address.

## 1.2 Purpose

The purpose of this policy is to:

- Ensure a representation of the school on social media as per the mission, vision and values of CISB
- Increase consistency of CISB's representation on social media and develop our CISB brand on the local and global stage
- Promote effective and innovative use of social media as part of the school's activities
- Encourage good practice and provide support and guidance
- Define the responsibilities of individuals for the use of social media for the school's purposes
- Highlight and minimize the potential risks of using social media

## 1.3 Social Media Principles

It is important that Staff and Non-Staff Community Members who engage in social media on behalf of CISB adhere to the standards set out in these guidelines. As a member of CISB, you are an ambassador of the school and your online activities influence how other community members and the public perceive CISB. Therefore follow the principles and guidelines set out in this document.

### 1.3.1 Creating school related social media accounts on behalf of CISB

Authorization is not required for Staff to open personal social media accounts and CISB actively encourages online participation. If, however, you plan to use a social media account for the promotion of a CISB subject, activity or event, please inform the CISB Marketing Team of your intended use before creating any account. Also keep your Administration team informed of your social media involvement.

Non-staff Community Members must obtain authorization from the CISB Marketing Team before creating CISB related social media accounts.

- When creating social media accounts on behalf of CISB, Staff and Non-Staff Community Members are expected to be clear on the purpose and intentions of the site, the intended scope, content and longevity of the site, use clear school branding and ensure any additional parental consent required beyond the school's enrolment agreement has been obtained.
- For accounts that are intended for annual or long-term use, the Marketing Team will require a copy of the login information for the account (username, password) and the contact email associated to the account should be changed to [admissions@cisbeijing.com](mailto:admissions@cisbeijing.com) following the event or at the end of the academic year. This is done to ensure the consistency of our online presence.
- It is important that continuous moderation of the site/posts/account be maintained. The Marketing Team can assist when required.
- Consideration must be given to how school branding, logos and related images will be used on the site so it is consistent with other school publications.

### 1.3.2 Creating Hashtags on social media on behalf of CISB

CISB uses one primary hashtag for all CISB related posts: #myCISB. This hashtag should be included whenever posting school related news on social media.

- Authorization is not required for Staff to create and promote hashtags related to the promotion of a CISB subject, activity or event.  
Authorization from the CISB Marketing Team is required for Non-Staff Community Members to create and promote hashtags related to the promotion of a CISB subject, activity or event.  
It is recommended to first check with the Marketing Team to avoid creating duplicate or redundant hashtags
- It is expected that potential hashtags are first searched across multiple social media platforms to avoid using hashtags already in use by other schools, events, organizations, etc...
- When a new hashtag has been created, please inform the CISB Marketing Team of its name and intended use. The Marketing Team maintains a list of all CISB hashtags for the purpose of promotion, historical preservation and consistency in our online presence.

### 1.3.3 Conduct on social media on behalf of CISB

Please include #myCISB whenever posting school related news on social media. When using #myCISB or making any other reference to CISB in your posts, you are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of the School.

- Staff, both present and former, and Non-Staff Community Members must not engage in activities involving social media which may bring CISB or the associated bodies into disrepute. Staff must also not represent their personal views as the views of CISB on any social media or web platform.

It is prohibited to:

- Discuss personal information of Staff and Non-Staff Community Members on social media
- Use social media to attack, insult, or defame any Staff or Non-Staff Community Members
- All social media use must be accurate, fair, transparent and professional when representing CISB.
- It is important to be careful when posting student information online. To ensure personal information is not unwittingly shared. These guidelines should be adhered to:
  - Do not use the student's full name in posts
  - Avoid naming or listing students in photographs and if giving a student's name is unavoidable or desired, use first names only
  - Using the class, group or year name is accepted practice
  - Tagging or captioning images with student names (or staff and parent names) should be avoided and any tags applied by a contributor (e.g. a parent tagging their child's photo) should be removed.
  - Ensure that all links to external sites are appropriate and safe
  - Avoid posting images that clearly display parent or teacher car number plates
  - Only post images and updates that uphold CISB's reputation and general culture of CISB.

- Social media is not and should not be used as a conduit to air grievances, problems or raise issues. If Staff, Non-Staff Community Members or members of the wider community do so using a social media site, they should be contacted by other means and their complaints should be addressed in accordance to the school policy. It is important that Staff and Non-Staff Community Members report any negative comments on the site to the appropriate administrator or Marketing Team so that an appropriate response can be initiated.
- Report any negative comments towards CISB, Staff or Non-Staff Community Members and do not engage in responses to negative comments. Seek advice from the Marketing Team before taking action. Inappropriate comments or abuse should be recorded and removed.
  - If Staff or Non-Staff Community Members become aware of posts that are in breach of these guidelines, they should inform the CISB Marketing Team immediately.

#### 1.3.4 Personal Use

As a CISB community member and social media user, please do not include CISB in any posts that are non-school related. This is especially true for social media that allow you to geo-tag your location. When people search for our school (by name or by hashtag), we want them to find materials related to our academics, athletics and activities programs.

We want to keep all Staff and Non-Staff Community Members from any unintended consequences that may result from social media engagement. By following a simple set of guidelines outlined below, you should feel confident that you are acting responsibly as an ambassador of CISB:

- Be respectful.
- Think before you post.
- Beware that your profile and cover pictures are viewable to everyone.
- Beware that journalists use print screens of social media posts as evidence.
- Protect information that is confidential.
- Direct all negative social media comments about CISB, Staff or Non-Staff Community Members to the person who is authorized to respond.

## 2. Social Media Channels

There are numerous social media sites available, but they often differ significantly in terms of functionalities, purpose and audience. As a school community, we have defined a list of channels that allow us to promote our school effectively.

### #myCISB

Channel	Official Account	Objectives
Facebook	<u>Canadian International School of Beijing</u>	Engage with CISB community in a social environment globally
Twitter	CISBeijing	Highlight the Academic side of our school
WeChat	CISB CISBDRC	Post latest news and events in CISB
Youtube	<u>CISBeijing</u>	Commercials, showcase staff & student work at CISB
Instagram	CISBeijing Elementary CISBeijing MiddleHigh	Highlight the fun/inspiring/candid side of our school
LinkedIn	Canadian International School of Beijing	Recruiting & Talent Development

You are welcome to follow our official sites and please hashtag #myCISB when you post social related news so everyone in our community can find you and us!