

29 August 2018

POLICY & GUIDELINES: USE OF SOCIAL MEDIA IN CMS

INTRODUCTION

Social media – connecting and interacting online to exchange ideas, observations and innovations – is becoming an increasingly prevalent part of everyone’s social, personal, and professional life. But if it is to extend to the teaching workplace, and when boundaries between professional and personal life are prone to distortion, it is imperative that we determine what is and what is not acceptable.

The Internet provides a range of social media tools that allow users to interact with one another, from rediscovering friends on social networking sites such as *Facebook* to keeping up with other people’s lives on *Twitter* and maintaining pages on internet encyclopedias such as *Wikipedia*. While recognizing the benefits of these media as new opportunities for communication, **this policy sets out the principles that CMS staff and students are expected to follow when using social media**. The principles set out in this policy are designed to ensure that Teaching/Non-teaching staff members use social media responsibly, to ensure the safety and security of children, and to avoid any incidents which could bring the organization into disrepute.

The Hon’ble Supreme Court has recently expressed serious concern over the infringement of “Right to Privacy” on the pretext of exercising the right to freedom of speech. A law to bring the individual’s deeds in the periphery of offence also has been aggressively advocated.

SCOPE

This policy applies to all the “staff members” working with CMS within the scope of any sort of employment (including permanent, temporary, contractual, ‘security’, ad-hoc, and consulting staff), along with all students enrolled at all the campuses of CMS. This policy covers personal and professional use of social media, including usage of the CMS website and CMS IT Portal hosted and maintained by and on behalf of CMS.

This policy applies to personal web-spaces, including social networking sites such as *Facebook*, *MySpace*, *Instagram*, *Tumblr*, *SnapChat*, etc.; blogs and micro-blogs such as *Twitter*; chatrooms and forums; podcasts and other online broadcast media; open-access online encyclopedias and information repositories such as *Wikipedia*; social bookmarking sites such as *del.icio.us*; and content sharing sites such as *Flickr* and *YouTube*.

The Internet is a fast-paced, continually changing technology, and it is therefore impossible to cover all circumstances and emerging media – yet the principles set out in this policy must be followed irrespective of the medium.

USE OF SOCIAL MEDIA

We have identified the following areas where online facilities can be helpful, and indeed their use is not only allowed but encouraged for such activities:

- Helping with homework and project assignments
- Finding and sharing educational resources
- Providing news and updates to pupils and parents
- Promoting school and class achievements
- Recording and archiving lesson content for revision
- Keeping up-to-date with the latest pedagogy and educational news

