Introduction
Ardenne High School recognizes that the expanding social media industry allows and encourages individuals to increasingly use various means of connecting with others. This is for numerous reasons, including the sharing of information, which can be for, though not limited to, educational purposes. Largely, it has been found that the social media landscape is used by many young persons as a means of socializing, entertainment and fun.

Recognizing the various uses of social media and the issues which arise in relation to same, the school has taken the steps to create a “Social Media Policy” which will become binding on all Ardenne High School students.

Aims & Objectives
The purpose of this Social Media Policy is to:
1. Regulate public transmission of information regarding the school on open fora
2. Inform parents/guardians of their role and responsibility in guiding their child/ward in using the Internet appropriately
3. Guide how students of Ardenne High School interface via social media in relation to Ardenne High School, its students and staff
4. Protect the reputation and character of the student
5. Protect the reputation and character of the Ardenne brand
6. Protect the reputation and character of staff of the Ardenne High School
7. Promote respectful and responsible use of the Internet
8. Encourage good practice
9. Ensure that any use of social media in relation to the school, its staff, students, parents, alumni and any and all persons and bodies affiliated with Ardenne, must be for promotion in a respectful and appropriate manner
9. Advise students and parents/guardians that sanctions will be applied where students use social media in a manner which is deemed inappropriate by the Ardenne High School.

Scope & Application
This policy applies to all students of Ardenne High School

This Policy determines the use of any and all social media by students as it speaks to any activities of, or about, the school, its staff, students, parents, alumni and all its affiliates and the use of the school’s name, crest, motto, uniform or any other symbol which Ardenne High School may reasonably deem to be identifiable with the school, as well as any other symbol which the school may identify and/or register as its own unique marker in the future.

The current policy is subject to review so as to be mindful of the ever evolving nature of social media and technology. A committee, comprising staff and student representatives will be responsible for reviewing the policy annually, or as the need arises, to ensure that it captures and continues to capture social media developments and to ensure that the Policy remains relevant.

While it is an arduous task to constantly search and examine the Internet for Ardenne-related information and paraphernalia, the committee which is to be appointed, will scout various social media sites for all use of the Internet depicting the Ardenne High School and is tasked with making reports to the Principal for appropriate steps to have the offensive materials documented, removed and steps taken for investigation and redress.
Definitions

The term “social media” as used in this document applies to all forms of electronic communication technology by which users present information, opinions, ideas, personal messages, pictures, videos and other such content, for public consumption on the Internet. This includes, but is not limited to social networking sites such as Facebook, Twitter, MySpace, Instagram, Pinterest, Tagged, Youtube and any other websites and online networks which facilitate communicating or sharing information in all possible forms, including but not limited to, blogs, micro-blogging, pictures, videos and caricatures.

The School’s Position

Ardenne High School has taken the position that any content appearing in social media, officially bearing the Ardenne name or any other symbol connected to the school, remains the property of Ardenne High School and accordingly must be approved by the designated member of the school’s administrative staff.

The Principal of Ardenne High School must grant permission, in writing, for any academic activity connected with Ardenne, and supervised by a member of the Ardenne Faculty, to take place on any social media site.

Any social medium bearing the Ardenne name and/or any of its associated symbols which are not approved by the school for use, by the creator(s) and/or site administrator(s), will be asked to discontinue such use. The creator(s) and/or administrator(s) of any approved or unapproved social medium concerning Ardenne must take full responsibility for all content posted and shared on said medium and must endeavour to ensure that unsuitable content which is published must be removed or reported immediately, documented and quarantined so that appropriate sanctions may be taken.

Ardenne High School does not take responsibility for any content published on any social media site bearing its name and/or any of its affiliate symbols, when said content was published without the written permission of the school.

Each member of the Ardenne Community is expected to be responsible and conscientious in the management of themselves, their development and affairs as it is collective responsibility of all students, parents and teachers to ensure that they conduct themselves in accordance with the school’s Motto “Deo Duce Quaere Optima”.

Policy Principles

1. It is the responsibility of students to conduct themselves in accordance with the school rules while on the Internet.
2. Students are not allowed to use social media while on the school premises.
3. Students are not allowed to create accounts using the school’s name or any other of its affiliate symbols whether in written or graphic form.
4. Students are not allowed to post pictures or videos of themselves and/or others on any social media site, or the wider Internet, depicting themselves and/or others in the Ardenne High School uniform on or off the school premises.
5. All students who have already published such pictures or videos are required to remove same immediately.
6. Students are not allowed to comment in an offensive, abusive, insensitive, untrue, disrespectful, disparaging or derogatory way about Ardenne High School’s members of staff, students, parents, alumni or any of the school’s affiliates.
7. If a student, via social media, identifies himself or herself as a student of Ardenne High School, he or she must conduct himself/herself in a manner that will uphold the standard of the school.
General Guidelines for Internet Conduct

1. Students should exercise caution when publishing material on the internet, taking into consideration that such content is difficult to remove, and reaches a wide audience.

2. Students should be mindful not to reveal confidential information about the school and its staff and students.

3. Students should protect their privacy as well as the privacy of their schoolmates and teachers.

4. Students should act as Ambassadors for their school, portraying the best of the school at all times by being respectful and responsible in their social media interactions.

5. Students should be respectful in their comments and be mindful of how they portray other members of the Ardenne community.

6. Students should consider and respect intellectual property right, laws and regulations, copyright and ownership of data in their use of social media.

7. Students should be mindful of the consequences of their posts, including the reactions which it may get from others, how it may affect the lives and wellbeing of persons mentioned or involved and the sanctions which may be applied for breach of this Policy.

8. The creator and/or owner of any social media account must take full responsibility for monitoring and removing offensive materials on their page.

9. Students are encouraged to talk with parents and guardians about the correct use of social media.

10. Students should be advised that operating under a pseudonym does not reduce or remove liability of the creator and/or owner of the social media account for information thereon.

11. Parents and students are reminded that behaviour which is deemed inappropriate and illegal offline, is also inappropriate and illegal online, and they may risk litigation against themselves when posting offensive materials online.

Sanctions

Where a student does not abide by the principles outlined in this Policy, the material which is deemed to be in violation of the Policy will be stored and an investigation will follow. Thereafter, the student will be asked to immediately remove any such material.

The Ardenne High School’s disciplinary rules and sanctions will apply as necessary.

Dave Gosse, Rev., PhD.  
Chairman  
September 2013

Nadine A Molloy, JP  
Principal  
September 2013