

South African Board of Jewish Education Social Media Policy for Students

(31 October 2017)

1. Introduction

The South African Board of Jewish Education (SABJE) recognises the evolution of social media as a mechanism of communication in education and a mechanism of communication in our daily lives. It has become an important and powerful tool from which huge benefit can be derived. However, if social media is not used responsibly, it presents huge risks to individuals and organisations. The negative consequences of social media use can have long-lasting repercussions. To optimise the responsible use of social media, the SABJE encourages and expects that its learners use social media in adherence with appropriate and acceptable practises governing such use.

While the SABJE facilitates an open and expressive environment and respects the right to free speech, it also recognises the obligation of all citizens to ensure that communications are lawful and do not cause harm to third parties.

The purpose of this policy is to govern the use by King David's learners of any social media platforms in any communications that may be linked to King David in any way, whether these platforms are enabled by King David or by third parties.

It is important to remember that you can be linked with the SABJE / King David, even if you do not list King David as your school. This is due to assumptions that can be made from viewing an individual's social media platforms (e.g. most of your friends attend King David, so it is likely that the individual in question attends King David) or assumptions that can be made from viewing content regarding you on another social media platform (e.g. being "tagged" in a school photograph by a friend or by the school).



2. Scope

This policy applies to all users of King David's information and information systems which fall under the control of the SABJE. It also applies to the expression of opinions or comments by King David's learners on any personal form of social media, which may in any manner link learners to King David. This policy should be read in conjunction, together with all other school policies, codes and rules.

3. Glossary of terms

For purposes of this policy "**social media**" means any facility for online publication and commentary, including, without limitation, blogs, wikis and platforms such as Facebook, Whatsapp, Google Plus, Instagram, LinkedIn, Twitter, Flickr and YouTube, and any other forms of communication that may now and in the future be classified or generally regarded as social media.

4. Policy Statements

General

- 4.1 The SABJE recognises the opportunities and challenges provided for communication by social media platforms for learners.
- 4.2 The SABJE's policy is to encourage learners to use social media responsibly.
- 4.3 The SABJE's policy is to empower users of King David's information, information systems and third party information systems facilitated by social media platforms, to understand both the benefits and potential risks related to using social media, so that they may enhance their use and avoid or reduce the associated risks.
- 4.4 The SABJE also recognises that the evolution of social media is occurring at an unprecedented rate and that this policy will therefore need regular review to ensure that it remains relevant, assists in the governance of the use of social media by learners and facilitates the continuous education of learners.

5. Social Media for learners

King David's learners using any social media platform in any manner which may link their use to King David shall:



- 5.1 Not share any information that could be regarded to be the property of the King David Schools.
- 5.2 Not make any claims on behalf of King David and if they have authority to do so then they must state and outline the detail of this authority in these communications. **However, simply stating authority does not remove any potential liability for them in terms of this policy, i.e you still contravene this policy.**
- 5.3 If they do not have the authority, clearly state that the content is their own opinion and does not represent the opinions of King David/the SABJE or any other individual at King David/the SABJE. **However, this disclaimer does not remove any potential liability for them in terms of this policy.**
- 5.4 **Not use the SABJE/King David's name or logo**, or any other information, which may link the user to the SABJE/King David without the prior written permission of the Headmaster.
- 5.5 Adhere to the terms and conditions governing the use of social media on the social media platforms that they use, e.g. Age restriction, etc.
- 5.6 Not impersonate third parties (act like someone else) in a manner that is intended or does confuse or deceive acceptance of the communication by them, i.e. you may not pretend to be someone else. Nor set up any damaging site or posts anonymously.

King David's learners using any social media platform, where such use may be linked to King David, shall **not** post any information or re-post/re-tweet etc any information or associate themselves with any information emanating from King David or a third person that includes:

- 5.7 Content that may be used for any unlawful purposes or the furtherance of illegal activities
- 5.8 **Any person's private information** (including video recordings, photographs or images of the person) of whatever nature, without prior consent of the person.
- 5.9 **Any threats** of violence or harm of any type
- 5.10 **Any content that amounts to hate speech** – hate speech is harmful or hateful content that discriminates on the basis of prohibited grounds such as race, religion, gender, ethnicity or sexual orientation.



- 5.11 Not show or expose any other learner to prohibited material on their device, be it of a violent, pornographic or any other prohibited nature.**
- 5.12 Any communication or image which may be defamatory or violates the personal rights of any party**
- 5.13 Any communication which is offensive, threatening, abusive, harassing or harmful.**
- 5.14 Any communication which infringes upon the intellectual property rights of any third person, i.e. the posting of any information that belongs to someone else.**
- 5.15 Any information that is criminal, fake, dishonest or untrue.**
- 5.16 Information that is harmful or detrimental to the SABJE itself or any educator, learner or parent at King David.**
- 5.17 Any information or pictures that could create a security risk for any King David school, installation or its students and/or employees.**
- 5.18 Any content that could impact negatively on the good reputation of the schools be it through posting comments, opinions, pictures, videos, petitions or any other posting deemed to be a social media posting.**
- 5.19 Any content that would be of a political nature that could be construed to represent the SABJE or King David Schools or that would be considered to have been posted so as to stir up conflict in the schools.**

Remember that even if you did not originate the content you will be responsible for material that you retweet, share or like on social media.

You have the right to freedom of expression, but that right may not unjustifiably infringe on the rights of others – for example someone else's right to a good reputation, dignity or privacy.

6. Enforcement of this policy

- 6.1 The terms of this policy shall have the force of a contractual agreement between King David and its learners (duly assisted by their parents in terms of clause 3 of the SABJE Application form.)



- 6.2 This policy shall be enforced by those parties chosen by the SABJE to do so.
- 6.3 If disciplinary proceedings are appropriate, they will be conducted in terms of the disciplinary procedures in force at the SABJE at the time.
- 6.4. Any Social Media infringement shall be considered in light of serious misconduct in terms of the Code of Conduct.

7. Related policies, standards, procedures and guidelines

7.1 Acceptable Use Policy -- Use of Information Technology Equipment

1. You are hereby confirming that you give consent as contemplated under section 5 of the Regulation of Interception of Communications and Provision of Communication-related Information act (Act No. 70 of 2002) for SABJE and or King David Schools to intercept and monitor the content of any internet usage, email messages or any other direct or indirect communication sent or received over the SABJE or King David Schools computer facilities or infrastructure in order to monitor and ensure compliance with the "Acceptable Use Policy".
2. You also confirm that you understand that SABJE and or King David Schools may operate security software that monitors all computer usage and scans personal directories or work that you may produce or save on the SABJE and or King David Schools computer facilities in order to ensure adherence to the "Acceptable Use Policy".
3. You also agree that failure to comply with the "Acceptable Use Policy" will result in Disciplinary action being taken against you.

8. Helpful tips and considerations when engaging on social media

The above instructions clarify what you can and cannot say on social media, but we also want to help *you* get the full benefit of social media - so we've compiled this list of guidelines to help you get the best from social media without landing yourself in trouble.

1. **Think before you post.**
 - The speed of being able to publish your thoughts at the click of a button is both a great feature and a great downfall of social media. But remember that the Internet

never forgets - what you publish will be around for a long time, so you need to reflect on and edit your content carefully. If in doubt over a post, or if something does not feel right:

- let it sit for while and reconsider it at a later time;
- ask someone's advice; or
- simply don't post it!
- Take personal responsibility for your actions and words on social media.

2. **Be yourself**

- Be interesting and have fun, but stay out of trouble.
- Write about what you know. You may find yourself embarrassed by an expert if you comment on topics that you are not properly informed about.

3. **Take the time to do things properly**

- Quality matters. Use spell-checker. If you're not design-orientated, ask someone who is whether your blog looks decent, and take their advice on how to improve it.

4. **Protect your privacy**

- Be mindful of posting information that you would not want the public to see. **There is no such thing as "privacy" on social media.**
- Be cautious about disclosing personal details about yourself online.
- Change your passwords frequently
- Never click on any links that seem untrustworthy – if a friend sends you something via private message, rather confirm with them that the link is safe before opening it.
- Do not let someone else have access to your phone or social media account.

5. **Be upfront and honest**

- Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out.



6. **Respect the intellectual property of others**

- Pictures, words, videos, logos and music are protected in terms of intellectual property law. Just because material is freely available online, it does not mean that you may use it without permission.
- You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source.
- It is good general practice to link to others' work rather than reproduce it.

7. **Be respectful of others**

- If you speak about others, make sure what you say is factual and that it does not disparage that party.
- Avoid arguments. Don't try to settle scores or provoke others into inflammatory debates.

8. **Be the first to respond to your own mistakes**

- If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so.
- If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), delete the content immediately and apologise. Legal disputes are expensive and it is rarely worth the fight.

The best advice that we can give is to learn and have fun on social media, but do so responsibly. Ultimately approach social media as you would the "real world": use sound judgement and common sense and act with integrity. Most importantly always remember that you are an ambassador for the SABJE/King David – whether you're on social media or not – and your conduct on and offline has the potential to cause damage to the reputation of not only the SABJE and its employees, other learners and parents but perhaps even more significantly, yourself.



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9. **You create a digital footprint**

Once something is posted it is near impossible to totally remove it from social media. This means that long after the incident, it will still come up on an internet search. This means that you should not get caught up into doing something in the moment without thinking about the long-term consequences for you or others affected by the posting.