



ICS Policy & Practice Social Media



Introduction

Social Media is a powerful tool to engage, inform and build relationships with our students, parents, colleagues and community on a local, regional and global level. And with this power comes responsibility.

If done correctly and with a strategic focus, social media can help ICS engage the world with our programs, thought leadership and successful outcomes. If done poorly, a post, tweet, image or mistake can generate complaints, damage the school's reputation, endanger our students or violate security and data protections.

Objectives

The enforcement of this policy seeks to:

- Establish clear guiding principles as to how ICS representatives (employees, consultants, students) are to conduct themselves when engaging in social media whether the engagement be official or unofficial in nature.
- Cultivate an environment wherein the use of Social Media contributes to the overall welfare and productivity of ICS.
- Prepare ICS representatives on the hazards and responsibilities of partaking in social media activities.
- Protect the school and its employees and students from any legal threats that may arise as a result of inappropriate social media usage.

Foundational Principles

Vision

We strive to be Our Best with Africa and Our world

Mission

We nurture the talents, character and intellect of all learners, challenging them to be a positive influence and empowering them to excel in their world.

ICS Learner Profile

The ICS Learner Profile is the core and foundation of what we teach at ICS. We believe that these traits will help our students develop into compassionate, engaged and active global citizens.

PRINCIPLED: We act with integrity and honesty, with a strong sense of fairness and justice, and with respect for the dignity and rights of people everywhere. We take responsibility for our actions and their consequences.

CARING: We show empathy, compassion and respect. We have a commitment to service, and we act to make a positive difference in the lives of others and in the world around us.

THINKERS: We use critical and creative thinking skills to analyze and take responsible action on complex problems. We exercise initiative in making reasoned, ethical decisions.

OPEN-MINDED: We critically appreciate our own cultures and personal histories, as well as the values and traditions of others. We seek and evaluate a range of points of view, and we are willing to grow from the experience.

KNOWLEDGEABLE: We develop and use conceptual understanding, exploring knowledge across a range of disciplines. We engage with issues and ideas that have local and global significance.

COURAGEOUS: We approach uncertainty with forethought and determination; we work independently and cooperatively to explore new ideas and innovative strategies. We are resourceful and resilient in the face of challenges and change.

INQUIRERS: We nurture our curiosity, developing skills for inquiry and research. We know how to learn independently and with others. We learn with enthusiasm and sustain our love of learning throughout life.

BALANCED: We understand the importance of balancing different aspects of our lives – intellectual, physical, and emotional – to achieve well-being for ourselves and others. We recognize our interdependence with other people and with the world in which we live.

REFLECTIVE: We thoughtfully consider the world and our own ideas and experience. We work to understand our strengths and weaknesses in order to support our learning and personal development.

COMMUNICATORS: We express ourselves confidently and creatively in more than one language and in many ways. We collaborate effectively, listening carefully to the perspectives of other individuals and groups.

*The ICS Learner Profile is based on the IB Learner Profile, International Baccalaureate Organization 2013

Table of Contents

This policy applies to all employees, contractors and volunteers at ICS who use social media representing ICS. This applies to personal accounts, once you tag or list ICS Addis in your post, This also applies to students using ICS social media accounts. It applies no matter whether that social media activity takes place on school premises, while travelling for business or while working at home. If ICS or Eagles are named or referenced within a post, tweet, hashtag, name, handle or image, this policy applies, whether on official ICS or personal social media platforms.

ICS Social Media Platforms	page 4
Privacy Practice	page 5
Social Media Conduct	page 6
Social Media and Child Protection at ICS	page 7
Posting on behalf of ICS	page 8
Personal Accounts	page 8
Statement of Understanding and Account Registration	page 9

This ICS Policy & Practice was created in 2018. This document was revised in Nov 2019. This Policy & Practice will be reviewed every 2 years by the Communications Director and the Executive Leadership Team. Next review is 2021-22.

ICS Social Media Platforms

Official ICS Communication Platforms and Accounts includes but is not limited to:

- ICS Facebook page
- ICS Twitter Account
- ICS Instagram Account
- ICS Website
- ICS Community FB page
- ICS Alumni Page
- ICS Website
- ICS HS Twitter Account
- ICS A&A Twitter Account
- ICS Talon Account
- Mangebac
- Google classroom
- ICS Google websites, such as Employee Center, Employee Directory, Divisional Handbooks, ICS Weekly
- ICS Email accounts
- ICS Printed Documents
- ICS Posters on Campus
- ICS Presentations to parents
- ICS Sponsored presentations at conferences
- ICS recruitment materials
- Seesaw
- Powerschool

Anything that is used for ICS business, communications or marketing purposes, is an official use.

If you are posting as a representative of ICS and sharing ICS practices, programs and/or classroom work, you will need to pause and make sure we are following these protocols. If you are at a public ICS event and snapping photos of your own child and want to post these on your personal social media and there happens to be other students in the background, it is ok to post. It is ok, because it is a public event and you are not representing ICS.

Privacy Practice

Privacy is important because:

- Privacy allows us to choose our thoughts and feelings and who we share them with.
- Privacy protects our information we do not want shared publicly
- Privacy helps protect our physical safety (if our real time location data is private).

Privacy Guidelines for social media

- ICS Families sign a general agreement that allows use of their student's image, video(s) and work for school publications and social media.
 - Parents that **do not** want to have their child's image/video used have notified the communications department. Please check the [NO Photo List](#) before posting a student's image/video on public social media.
- Always respect the privacy of the school community members. Do not discuss colleagues, competitors, students or parents. Do not post pictures of others without their permission.
- Do not post work done by your colleagues, without their permission.
- Do not mention students by full name (first name only is ok), do not disclose dates, times and locations where classes will be on field trips or outings.
- Do not publish, post or release information that is considered confidential or 'not for public'. If it seems confidential, it probably is. This can be personal information or school information.
- Do not create and distribute material that might be defamatory or incur liability for the school.
- Avoid posting messages, status updates or links to material or content that is inappropriate.
- Do not use social media for any illegal or criminal activities.
- Do not broadcast your own views on social, political, religious or other non-school related matters, on any ICS-related social media or with any ICS-related hashtags.
- Do not send offensive or harassing messages to others via social media.
- Do not Send or post messages that could damage the reputation or image of the school.
- **Remember:**
 - anything you say or post online is "public" information.
 - Any conversation with friends, or comments or posts that occur online, various publishers might capture it, remove it from its context, attach it to you, mention your employer or other affiliations, and then build their own narrative around it without your consent. This is not illegal, because social media is public.

Social Media Conduct

At ICS, we have such a great community and as employees, we want to ensure we are contributing to a positive environment on campus and beyond.

Here are some expectations of conduct when using social media.

- Always use good judgment in all situations.
- Always treat others in a respectful, positive and considerate manner.
- Use social media platforms in a responsible manner, adhering to their printed terms and conditions.
- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.
- Apologize for the mistake if the situation warrants it.
- If it's a MAJOR mistake (e.g., exposing private information or reporting confidential information), please contact the Communications Office or Head of School immediately so the school can take the proper steps to help minimize the impact it may have.

Social Media and Child Protection at ICS

The following is stated in our [Child Protection Policy & Practice](#) document.

Permission

As a school, we do get permission from parents to use photos and videos of students and products completed by students on official ICS social media, printed and other communication and marketing platforms.

We do not get permission from parents to use photos or videos of their students or products completed by students for use on personal social media accounts, presentations, printed material or on other personal media or communication platforms. When you represent ICS on social media (official or personal), you must adhere to these policies.

All official social media accounts, websites or other communication platforms include an ICS or ICSAddis in the account. Any ICS accounts that are managed by ICS employees or students now must be registered with the Communications Office, providing the active and current username and password for the account. Content providers for each account MUST read, adhere to and sign the ICS Social Media Policy and will be held responsible for the use and content of the account.

Posting on Behalf of ICS

We encourage positive posts and tweets on official ICS Social Media that promote the school, our teachers, our students and our community.

Publishing on ICS Official Accounts/Communication platforms

If you are publishing/making images, videos public for official ICS accounts or business, you can use images, videos, and products of ICS students under the following parameters:

- Follow the “NO PHOTO/NO VIDEO” list
- Do not publish any full names of any student.
 - First name, grade level, team name, the event name is ok

Personal Social Media Accounts

ICS Employees are welcome to post on their personal social media and communication platforms with the following stipulations.

- Do not “friend” or “follow” or “tag” any current students on any social media platform
- We realize students may follow your personal accounts, but do not follow students back
- Also, keep in mind that students may be following you when making posts or tweets.

Publishing on Personal Social Media Accounts or other Personal Communication Platforms

- **The Rule:** Do not use any photos or videos of students on any personal social media or communication platforms. This includes but is not limited to:
 - Twitter
 - Facebook
 - Instagram
 - Pinterest
 - FB messenger
 - What’sApp
 - Presentations
 - SnapChat
- **The Exception:** If you want to post images of students to showcase events happening in the classroom, or on campus, you may use photos of students that do not show their faces or any identifying marks. Backs of heads, backs of students, hands writing, etc. are acceptable.
 - Or you can get written consent from the parents for middle and elementary students and from students in high school, to use their or their child’s images, videos, products for your personal social media and/or communication accounts.
 - When posting images of adults, it is best to get permission/consent.
- If you do post/tweet on your personal accounts to highlight great work in the classroom or on campus, make sure it is your own work or get permission from the teacher, group, facilitator to post on your personal accounts.



Statement of Understanding and Account Registration

I have read and understand the ICS Social Media Policy and ICS Communication Usage and Protocols. I agree to adhere to the social media policy and communication protocols.

I have access to and responsibility, individually or shared, for the ICS account listed below. I will keep the Communications Office informed of any changes to my access to ICS social media accounts and usernames and passwords.

Account Name	User name	Password

Signature

Date

Click [HERE](#) to download this form. Please submit this form to the Communications Office at communications@icsaddis.org