



**NOVA PIONEER**  
SCHOOLS FOR INNOVATORS & LEADERS

# **NOVA PIONEER SOCIAL MEDIA POLICY**

**South Africa**

**September 2018**

**Note: this policy is applicable to all members of the Nova Pioneer community, including parents, students and staff**

All individuals at Nova Pioneer uphold the six culture principles reflecting our philosophy and that define a Novaneer. We believe that you cannot have great learning or build a great community without a strong and positive culture.

**Novaneers live these six culture principles in learning and behaviour**

<b>High Expectations</b>	<b>Greater Together</b>	<b>Servant Leadership</b>	<b>Joy of Learning</b>	<b>Always Growing</b>	<b>Solutions First</b>
<i>We sweat the small stuff and take pride in what we do. We set goals that others think are impossible and never stop until we achieve them.</i>	<i>We constantly support our teammates because we know we can achieve more together.</i>	<i>Great leaders always put others before themselves and engage their community with humility and generosity. We see leadership as a way of improving the world, not simply promoting ourselves.</i>	<i>We are lifelong learners and we are fuelled by curiosity and discovery</i>	<i>We constantly seek out difficult challenges, share and receive feedback as a gift, and see every failure as an opportunity to grow.</i>	<i>Everything is possible when we think creatively and critically about a problem. We are always thinking of new solutions when faced with difficult problems.</i>

We cannot be Greater Together if our teamwork is blighted with lack of respect for others.

We are Always Growing in our behaviour, learning the correct way to treat each other and showing respect.

We adopt a Solutions First approach to the use of social media: what is the reason for this post? Does it achieve the aim that is intended?

Within the concept of Servant Leadership is the understanding that the powerful are there to serve others.

Our High Expectations for all, mandates that our behaviour toward each other is beyond reproach.

And there can be no Joy in Learning if members of our community are suffering from any form of cyberbullying or humiliation at the hands of others through any form of social media.

The purpose of this policy is to help preserve and foster a safe, non-disruptive

educational environment for effective teaching and learning, to maintain and foster order and discipline, to deter students from actions detrimental to themselves, their peers or the general cultural principles embraced by the school, and to achieve these objectives consistent with the law.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

**Novaneers (Employees, Parents, Students) should always do the following when using social media:**

Use good judgement

- Good judgement is expected at all times.
- Regardless of personal privacy settings, assume that all of the information shared on social networks is public information.
- Knowledge of the Nova Pioneer Philosophy of Culture and Behaviour, Employee Code of Conduct and all policies around the use of Information Technology equipment is imperative.

Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be responsible and ethical

- Unless authorised to do so, no Novaneer may speak on behalf of Nova Pioneer as a spokesperson. It should be made clear that all stated views are personal views.
- All Novaneers using social networks should be open about their affiliation and the role/position they hold at Nova Pioneer.

Be a good listener

- One of the biggest benefits of social media is that it gives others another way to talk to one another, ask questions directly and share feedback.
- Growing together means that Novaneers should be responsive to others when conversing online: provide answers, thank people for their comments, ask for further feedback.
- Always be doing at least as much listening and responding as you do “talking”.

### Ensure the privacy of personal information

- Respect for others means **never** giving out personal information about other students, staff members, parents or anyone else.
- Critical interrogation of information received via social media is essential - never accept received information as factual unless it has been verified.

### **Novaneers should be cautious with respect to:**

#### Use of Media

- Brands, trademarks, copyright information should be respected at all times.
- No recordings may be taken of people, conversations, etc. without their written consent.
- Where recordings have been taken with consent, these may not be posted, forwarded, shared without permission. Recordings include the use of any social media form; for example, screenshots, whatsapp conversations, photographs, posts, etc.
- It is not acceptable to post inappropriate pictures of others without their expressed written consent.

#### Other sites

- A significant part of the interaction on blogs, Twitter, Facebook, Whatsapp groups and other social networks involves passing on interesting content or linking to helpful resources. However, Nova Pioneer is ultimately responsible for any content that is shared. Do not blindly repost a link without looking at the content first.
- Security warnings that pop up on computers serve a purpose. Pay attention to these before clicking on the link. Please report these to the IT department.
- Ensure that the terms and conditions of tools like Twitter and Facebook are clearly understood.
- If Nova Pioneer is mentioned as place of work or study in any social media communication and any defamatory comments are made, this could result in a disciplinary process, even if the comments made are unrelated to Nova Pioneer

### **Cyberbullying**

Any form of cyberbullying goes totally against the Nova Pioneer Cultural Principles and will not be tolerated. Cyberbullying includes harassing, dissing, flaming, denigrating, impersonating, roasting, outing, tricking, excluding and cyberstalking on social media. Email or comments intended to scare, hurt, defame or intimidate someone else are unacceptable and will be dealt with in terms of the Philosophy of Culture and Behaviour and/or the Employee Code of Conduct.

## Procedures

The following principles apply to professional use of social media on behalf of Nova Pioneer as well as personal use of social media when referencing Nova Pioneer.

- Novaneers need to know and adhere to the Nova Pioneer Employee Code of Conduct, Nova Pioneer Philosophy of Culture and Behaviour and/or other company policies when using social media in reference to Nova Pioneer.
- Novaneers should be aware of the effect their actions may have on their images, as well as Nova Pioneer's image. The information that is posted or published may be public information for a long time.
- Novaneers should be aware that Nova Pioneer may observe content and information made available through social media. Novaneers should use their best judgment in posting material that is neither inappropriate nor harmful to Nova Pioneer, its employees, parents or students.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Novaneers are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, this should be checked with the Talent Team, School Leaders and/or Functional Leaders.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Novaneers should refer these inquiries to Talent Team, School Leaders and/or Functional Leaders.
- If Novaneers find or encounter a situation while using social media that threatens to become antagonistic, Novaneers are advised to disengage from the dialogue in a polite manner and seek the advice of a School Leader and/or Functional Leader.
- Novaneers should get appropriate permission before referring to or posting images of current or former employees, parents, students, vendors or suppliers. Additionally, appropriate permission should be obtained before using a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use should not interfere with employees' or students' responsibilities at Nova Pioneer. Nova Pioneer's computer systems are to be used for business purposes only. When using Nova Pioneer's computer systems, use of social media for business purposes is allowed (e.g.: Facebook, Twitter, Nova Pioneer blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

## **Review of Policy**

In order to remain relevant, this policy will be reviewed in terms of the Policy Management Policy.