



DELHI PUBLIC SCHOOL, SECTOR-45, GURGAON

Social Media Policy

In keeping with our vision and mission to create citizen beyond boundaries and in accordance with CBSE and NEP 2020, DPS Gurgaon faculty, senior students, administrative staff, and other stakeholders use social networking/media to connect and collaborate with others, learn and share educational resources, create educational content, enhance the classroom experience and for networking within and outside the school community. These applications include, but are not limited to Facebook, Instagram, LinkedIn, Twitter and other online tools through which information is disseminated. This policy aims to ensure a safe environment for all users and provide safety and security measures that act as a deterrent to any miscreant who may use social media to bully, malign, spread rumours about members of the school or try to obtain private information which is otherwise not accessible.

School's social media platforms

School manages official account/pages on the following platforms to connect and communicate within the school and outside the school community:

Facebook Instagram LinkedIn Outlook Gmail WhatsApp School website Blogs

This section of the policy is a set of guidelines for all DPS Gurgaon school community:

STUDENT GUIDELINES

Social Media is allowed with restricted use, to only senior students of classes XI & XII. When using Social Media, they are expected to ensure that they:

- Read and agree to the terms and conditions of various social media sites as many of them have age restrictions for their use. Eg Facebook, Instagram LinkedIn and Twitter.
- Are aware of and are responsible for what they are posting online on social media sites and/or applications.
- Do not access social networking sites during the school hours.
- Do not introduce malicious software into the institution's network or compromise the security of its electronic communication systems.
- Respect the rights and confidentiality of others.
- Do not impersonate or falsely represent others, do not bully, intimidate abuse, harass, threaten or make defamatory comments towards others.
- Do not harm the reputation of DPS Gurgaon or those within or outside its community with negative posts.
- Do not upload videos, audios or photographs of any stakeholder of DPS Gurgaon (student, parents or staff) or the premises and its facilities without permission.
- Do not use the school's social media platforms for marketing and promotion for personal ventures of any sort.
- Smart phones are not allowed in school. The school holds the right to confiscate them, when found.
- Students may carry feature phones to connect with their parents during dispersals with prior permission. However they have to be submitted to the class teachers during the school hours.

PARENT GUIDELINES

- Be aware that many Social Media sites have age restrictions that have implications for use by the school students. They need to follow age guidelines laid out by the authorities strictly.
- Refrain from sharing confidential information, internal school discussions, or specific information about students, staff or other parents.
- Not participate in spreading false or unsubstantiated rumours or false information with regards to the DPS Gurgaon community and its members.
- Not take and/or use data, photographs, videos, testimonials of students, and school staff in communication material and/or in the media.
- Not use the school social media platforms for marketing and promotion for personal ventures of any sort.
- Encourage the child to share with you information regarding social media apps they use.
- Explain how one can use privacy settings to make sure only approved friends can see posts & images.

STAFF GUIDELINES

Social Media provides a range of opportunities to connect and collaborate, learn and share educational resources, create educational content, enhance the classroom experience by networking with the local and global community to raise learners as responsible digital and global citizens. While using social media sites/platforms, all members of staff are expected to:

- Not connect with students currently enrolled in school on Facebook, Instagram and LinkedIn or any other similar media platforms, that might come up in the future. The only exception to this will be the use of WhatsApp for purely ACADEMIC and MENTORING purposes. In case of a WhatsApp group being made (where permissible) ONLY the teacher in charge can be the Administrator of the group. It is the responsibility of the teacher in charge to make sure that there are no inappropriate exchanges. Any existing groups with students below the permissible age limit must be dissolved with immediate effect.
- WhatsApp Group Admin member is responsible to remove the name and number of the staff who is no longer associated with the organisation.
- Communicate with students who have graduated from the school on social media websites, but are expected to maintain the required decorum as a member of the academia.
- Posting or disclosing personally identifiable student information or confidential information about the school via personal social media sites is prohibited.
- Take permission from the Director Principal if they wish to establish a social media site for the school, class or programme.

Connecting with colleagues:

At DPS Gurgaon we respect every staff member's personal relationships, but care must be taken to ensure that:

- Any reference to the school, members of the management and staff, by a staff member on any social media must always be appropriate.
- Post is non-political, non-religious and sensitive towards all.

- Posts and pictures do not in any way compromise the security and safety of the members of the school community.
- The school management is informed in the event of sighting of content deemed to be inappropriate.

Connecting with parents:

The school encourages a positive relationship with parents. However, care should be taken that:

- Teachers avoid accepting requests from school parents on any social media sites.
- Teachers are not a part of any WhatsApp group with parents except the official groups.

Managing issues arising from the use of Social Media

- If any member of the staff finds that social media is being used inappropriately then he/she should bring this to the knowledge of the Child Protection Committee immediately.
- If any member of the DPS Gurgaon community has a concern, question or grievance pertaining to social media use such as cyberbullying, confidentiality infringement etc., they should contact the Child Protection Committee.
- There may be incidents which are reported to the cyber cell by a parent or a teacher specially if the situation is beyond the school hours or is a matter beyond the school jurisdiction.
- For other concerns, write at dpsgurgaon1@gmail.com.

Note: This policy is subject to periodic monitoring. Any breach of this policy will be considered by the Senior Leadership Team as serious and will be dealt with on a case by case basis. All reports of cyberbullying and other technology misuses will be investigated and may result in serious consequences as deemed appropriate by the school's disciplinary committee.

Link to other policies

The social media policy is linked with the ICT policy, Student Code of conduct and Child Protection Policy of DPS, Sector-45, Gurgaon.

Review Process

All DPS Gurgaon policies are reviewed prior to the start of each school year, particularly to align with any programme changes. The policies are initially reviewed by the Senior Leadership Team to ensure that they are consistent with policies and publications of the school. Following the initial review, the policies are shared with the staff for feedback and ratification.

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