

## Social Media Platforms Policy

*Use of social media on behalf of an entity related to the International School of Vietnam community must be approved by the School Leadership Team or Board of Management prior to the setting up of the social media platform account(s). It is vital that community members wishing to use social media platforms to support their professional organisation / role properly research the security and privacy settings of the proposed medium in order to ensure the safety, security and reputation of ISV and its community.*

### AIMS

- To support the dissemination of ISV events and organisation via social media platforms (be this just the ISV community or the wider world)
- To safeguard the school and its community members from danger and misrepresentation

### COLLABORATORS

- Named organisation (with all individuals named who have access to edit the social media account)
- Teacher supervisor, if it is a student-led organisation (who must also have editing access to the social media account)
- Media & Communications Dept. (who must also have editing access to the social media account)
- Section Office (who must also have editing access to the social media account)

### READ THIS POLICY IN COLLABORATION WITH:

- ISV Personal Technological Devices policy
- Vietnamese Government & Hanoi People's Committee's policies on social media use

### RESPONSIBILITIES

All contributors and interested parties:

- To adhere to this, and all related school policies
- To ensure the school's, as well as their own, online presence is favourably represented

Account holder, in the event of this being students, then the teacher responsible

- To understand that the ultimate responsibility, and consequences, lie with them

- To ensure all privacy and security settings on the account(s) are up to date

Media & Communications Department:

- To support the social media platforms in design and appropriate school logos and information
- To advice on formatting and appearance

Section Office:

- To keep up to date records of people with editing access to these social media platform accounts

PROCESS FOR SET UP

- Initial meeting to discuss idea between organisation and, if student-led, their teacher supervisor
- Organisation to complete the REQUEST FOR ORGANISATIONAL SOCIAL MEDIA PLATFORM ACCOUNT form and submit to Head of Section
- Head of Section to convene meeting between the following to discuss & approve:
  - Organisation, and if necessary, their teacher supervisor
  - Head of Section or appropriate Senior Leadership or Board of Management member
  - Media & Communications Department
  - If CAS/Service-related, then the appropriate coordinator
- Account owners are responsible for informing the Media & Communications Department immediately should there be any change in login details or any change in contributors.
- The ISV school logo, and links to the official school media platforms, as well as your organisation's logo must be presented in whole, uncropped and unobscured in any form. If you do not have a logo, one will be provided for you by Media & Communications.
- The profile picture/cover photo of the named account must be approved by the Headmaster or Head of Section prior to use and follow the required specifications:
  - Sizing
    - Facebook profile: 180 x 180 pixels
    - Facebook cover photo: 820 x 312 pixels
    - Twitter profile: 400 x 400 pixels
    - Twitter profile header: 1500 x 500 pixels
    - Instagram profile: 110 x 110 pixels
    - Youtube profile: 800 x 800 pixels
    - Youtube channel art: 2560 x 1440 pixels

## PROCESS FOR POSTING CONTENT

- The account holders should be able to create their own original and current content. This does not include shares and retweets from other platforms.
- It is advisable that new original content be posted during term time, not including shares and retweets.
- Student content must be checked & approved by the teacher supervisor.
- Accounts can only use photos of students who have given consent to the school that their image can be shared. This information is available from the Section Office.
- The use of photos of students from other schools must require consent from those schools before being posted on ISV's social media sites.
- All contributors are responsible for adhering to this policy. In the event all contributors are students, the designated teacher supervisor takes the responsibility.
- Content must be clear and should make sense for everyone who is following the account. It would not be appropriate to share posts that only the people who witnessed the event can understand, so make sure that you are giving enough details in your content to help your followers.
- The page should serve as a communication channel of ISV to promote the school as a whole. It is important to include the information of ISV, ISV's website, and introduce the page as a body of ISV in the introduction description of the page. Also, besides its main content, the page can share content from ISV's official fan page to help promote the school and the school's new programmes, items, etc. to its audience.
- The account holders must be careful about the time that they are posting. To specify this, it would not be desirable to tweet at night or weekends from ISV-affiliated accounts unless there is a special event taking place.
- Obscene or inappropriate comments or replies made by third parties on any content should be deleted by the account contributors on sight.

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