

SKH Lui Ming Choi Secondary School

Use of Social Media Policy

(Comments sought from EC Extended Meetings and Staff Meetings in School Year 2021-22 and Endorsed in the 23rd IMC Meeting on Nov 16 2021)

I. Objective

Social media has become an integral part of our modern lives that allows everyone to connect with others. The School understands that access to information and the use of social media can result in tremendous and rewarding advantages but it also presents risks and creates new responsibilities.

The Use of Social Media Policy aims to provide members of LMC community guidelines and information about how to use social media responsibly and appropriately. The implementation of the Policy will create a safe and secure cyber environment for everyone to learn and work in.

II. Who is covered by the Policy

This Policy covers all individuals in the LMC community including students, teachers and members of staff.

III. Responsibility for implementation of the Policy

The Principal has overall responsibility for the effective operation of this Policy.

The Senior Management Communication Circle (PVPAP) is responsible for:

- Addressing any concerns and/or questions that members of LMC community may have on the use of social media;
- Reviewing the operation of this Policy;
- Making recommendations for revising the Policy.

Teachers shall give advice on the use of social media to students. Guidelines could be drafted for students' information and action if necessary.

All members of LMC Community should:

- Ensure that any use of social media is carried out in line with this Policy and other relevant policies;
- Be aware of their online reputation (personal, others and the School) and recognize that online activity can be seen by others;
- Be responsible for their words and actions in an online environment.
- Not claim to act on behalf of the school without the authorization of the School.

IV. Definition of Device, Network and Social Media

Devices refer to desktop computers, laptop computers, mobile phones, tablets and any similar computing products.

Network consists of two or more devices that are linked in order to share resources, exchange files or allow electronic communications. The devices on a network may be linked through cables, telephone lines, WiFi, Bluetooth and other means.

Internet connections are ways a device can connect to the Internet through subscription service of broadband connection and WiFi connection provided by Internet service providers (ISP) or 4G and 5G service plan used with staff personal mobile phones.

Social Media refers to any forms of online publication or presences that provides communication and interactions. Common examples of the use of social media include but not limit to:

- Blogging
- Communicating via social networking platforms such as WhatsApp, Signal and etc.
- Posting photos/ images/ updates/ activities on Facebook, Instagram, Snapchat and etc.
- Sharing feedbacks/ news at any forum or discussion platforms.
- Sharing Videos on YouTube, Pinterest and other Apps.

V. The Guiding Principles

The general guidelines of etiquette for students, teachers and staff members include:

1. Be responsible and aware of the permanency of the internet before posting

- 1.1 Always think carefully before posting or sharing photos, images, videos and text.
- 1.2 Take a few minutes to reflect and re-read your comment before posting as this may cause negative effect to others and the School's reputation.
- 1.3 Use appropriate words, photos and images.
- 1.4 Do not share any obscene, indecent, discriminatory, abusive, harassing or defamatory content.
- 1.5 Always maintain a respectful and calm manner when communicating with others or disagreeing with others' opinions.

2. Protect personal / confidential information

- 2.1 Do not disclose any personal information such as Hong Kong Identity Card number, address and phone number.
- 2.2 Do not share the passwords with anybody.
- 2.3 Always close browsers and log off once you finish using school's device.
- 2.4 Setup privacy control on the social media accounts to protect personal information from being accessed by others.
- 2.5 Do not share confidential information of the School.

3. Distinguish the information published on the media and social media rationally

- 3.1 Understand the impact of the incorrect information from the media and social media on individuals, school, the society and the country. Refuse to forward unverified and incorrect information.
- 3.2 Distinguish the “fact” published and “opinion” shared by the media and the social media and understand the positive and negative messages as well as different standpoints beneath. Exercise critical thinking and be able to interpret media information rationally, impartially and from different perspectives.

4. Respect copyright

Before posting any image and/or documents, it is important to verify if any permission has been obtained to do so and avoid the breach of Copyright Law.

5. Cyberbullying is serious and is never tolerated

Cyberbullying generally refers to bullying that involves the use of email, images or text messages sent to web pages, blogs, chat rooms, discussion forums, online gaming network, mobile phones, or other information and communication technology platforms. Behaviour of cyber-bullying includes harassment, denigration, disclosure of real-world identities (cyber-profiling), framing, impersonation, trickery and exclusion.

Adolescents as well as adults can be the victims of cyber-bullying. Whatever the mode, cyberbullying can cause great distress to the victim and in the extreme cases lead to the most tragic of consequences. The School will not tolerate any cyberbullying behavior.

- 5.1 Do not take part in any cyberbullying actions.
- 5.2 Always respect the privacy right of others in the cyber world and be alerted of what you may consider a harmless joke as this may constitute cyberbullying and be harmful to others.
- 5.3 If you find or experience bullying online, please report to the School or parents as soon as possible to allow the School to take timely and appropriate action. (Please also refer to SKH Lui Ming Choi Secondary School’s Bullying Policy.)

6. Prohibit any offences

The School prohibits any offences and disciplinary follow up will be necessary if you are found committing any of the following offences:

- Causing harm to others or damaging technology-related property.
- Accessing or attempting to access to school systems without authorization.
- Spreading viruses or malicious codes.
- Spreading rumours.
- Engaging in unlawful online activities.

7. Be discreet

- 7.1 The visit and use of social media websites and applications in personal devices with internet connection provided by the School during school hours shall be restricted to learning, teaching, student activities or administration purposes.
- Reasonable steps should be taken to ensure the proper separation of staff professional and personal lives.
 - Separate user accounts for school use of social media and personal use is encouraged.
- 7.2 In case of personal use of social media during the working day or while at school, work activities should not be interfered.
- For any content personal and/or not endorsed by the school, details of staff, students, parents or other members of the school community that make it possible to identify any individuals should not be included.
 - The personal use of social media must not interfere with LMC member's ability to maintain his/her professional reputation nor impact on the reputation of the school.

8. Monitor digital device use

- 8.1 The School reserves the right to review the contents of a digital device or monitor the school's network activity at any time. This is to ensure ethical behavior and to maintain the performance of the school's network for the best teaching and learning experience for all users.
- 8.2 Student may use their mobile phone for learning purpose in the school campus with the permission of teachers. Otherwise, their mobile phones should be in the off-mode and properly kept.
- 8.3 Do not register social network platforms or other online tools with the school email address.

9. Maintain Professionalism

- 9.1 Teachers and staff members should avoid displaying or commenting on any text, picture or video that is inconsistent with or detrimental to the image of the profession on his/her or the School's online social network platforms (if any, for example Facebook, Twitter, WhatsApp and etc.).
- 9.2 Always be mindful of the propriety of words and deeds to serve as a role model for students.
- 9.3 Refrain from engaging in inappropriate dialogue and communicating with students in an inappropriate or personal nature through social media network. Electronic communication should be limited to a professional context.
- 9.4 Always abide by the profession codes of work and the responsibilities stipulated by the law in social media environment.

VI. Important to Note:

We should always remember that: what is inappropriate in the classroom and School is inappropriate online. The School encourages everyone in the LMC community to use the social media responsibly and appropriately. This policy provides general guidance and does not cover every potential social media situation. If you are unsure of how to deal with incomprehensible social media situations, please seek advice or help from parents/ teachers/ the School.

The School reserves the right to amend the content of the Policy. The revised content will be notified to all members through general guidelines, notices, meetings or letters.

Remarks:

If there is any inconsistency or ambiguity between the English version and the Chinese version of this Policy, the English version shall prevail.

References:

1. West Island School: Social Media Guidelines for Students & Parents
2. Sha Tin College: Digital Device Responsible Use Policy
3. Privacy Commissioner for Personal Data, Hong Kong: Cyber Bullying Leaflet
4. GovHK: Cyber Ethics
5. Education Bureau: Information Literacy for Hong Kong Students, Education Bureau
6. Education Bureau: Curriculum Framework of National Security Education in Hong Kong
7. LC Paper No. CB(4)512/ 16-17(05) Legislative Council on Professional Conduct in Education's consultation on "Code for the Education Profession of Hong Kong cum Practical Guidelines" and "Case Handling Procedures"