

# SOCIAL MEDIA GUIDELINES



ISK values respectful, clear and transparent communications for all members of the ISK community: students, parents, faculty and administration. To this end, the school maintains several official communications channels, most importantly, an open door policy that encourages face to face communication.

Online and print communications complement our emphasis on personal communication and include *The Link*, *The weekly Link Lite*, email messages from administration and faculty, Google Classroom and PowerSchool.

Members of our community are expected to act in a responsible, ethical and legal manner in accordance with school policy, accepted rules of network etiquette, and local and international law.

## MONITORED SOCIAL MEDIA AT ISK

Social Media can help to foster a strong sense of community and serve as a wonderful tool for sharing information and celebrating ISK community life. ISK uses the following social media to communicate with community members.

- Official Facebook page: The School's official organisation page (public)
- Official Alumni Facebook page: The School's official alumni page (public)
- ISK PTO Community Facebook Group: Official, private group. Only for parents, teachers and staff (private)
- LinkedIn: Official, professional profile (public)
- Twitter: Official profile for sharing photos and updates (public)
- Instagram: Official profile for sharing photos
  - **MS Instagram:** Platform for sharing photos of events and activities (private)
  - **HS Instagram:** Platform for sharing photos of events and activities (private)
- International School of Kenya YouTube: Official channel for sharing videos made by and for ISK students (public)

These Social Media tools are managed by or monitored by ISK's Advancement Office, but by the nature of these tools, the school is not solely responsible for content. For those using these tools, the school has guidelines for appropriate communication.

## SOCIAL MEDIA GUIDELINES FOR THE ISK COMMUNITY

ISK is a warm, supportive and diverse community. In order to help celebrate and support this, we have provided the following guidelines to share within groups to help articulate expectations.

1. To protect the privacy of parents, students, and staff, only ISK community members should be added to any group and numbers within the group should not be shared without permission.
2. Refrain from any comments about individuals within our community (students, parents, staff, service providers and faculty) that may be considered personal, disrespectful, inflammatory, or defamatory.
3. Refrain from tagging any student directly on any social media pages.
4. Parent pages should be clearly identified as a parent-run page. It is helpful for parents to understand that these pages are not official ISK pages so they understand the level of messaging they can expect. In the group/page description, group administrators will be

requested to note the page is not an official ISK platform using the following text: *This is an ISK Parent-Initiated Whatsapp/FB Group and not an official ISK group.*

5. The school will never use these informal parent group channels to share official information with families. Information and news will always come through email, *The Link/ The Link Lite*, the ISK website first and foremost, and then may also then be shared through other channels. Parents should always seek official information directly from the school, especially in relation to school closures.
6. Please continue to share any school concerns or grievances directly with the relevant person at the school. For details of phone numbers/email addresses please contact the Advancement Office. If in doubt, bring any concerns directly to the appropriate Principal.

## GUIDANCE AND MODELLING

If a member of the community sees any message that is defamatory, provocative or inappropriate, remember, we all have a responsibility to model positive, supportive behavior. We can respond with a public post, e.g: *"I understand that you are upset by this however, this may not be the correct forum to discuss this. I would urge you to take this matter offline and go directly to the principal/counselor/teacher so that they can help you resolve it."*

## ISK PARENT-INITIATED SOCIAL MEDIA

Some ISK parents choose to use social media to form groups (grade level, playdates, sports related, etc.) beyond the school maintained social media groups/platforms. These are typically WhatsApp groups.

No parent is required to join these voluntary groups. While these groups are not official ISK groups, as the membership consists of ISK parents, ISK recommends these groups also follow the school's Social Media Guidelines.

The information shared through these groups is entirely parent-generated and is not monitored by the school for accuracy, nor is the school responsible for the content\*.

The initiator of the group, the PTO and/or Home Room Parents are encouraged to oversee the content shared in these groups. The following section serves to facilitate oversight of these groups by the PTO and Home Room Parents/ Whatsapp Group Administrators.

# ISK PARENT-INITIATED WHATSAPP GROUP GUIDELINES



International School of Kenya

The purpose of Parent-Initiated Whatsapp Groups is to foster a positive relationship between parents by allowing parents to keep each other up to date with information about school or class activities and community events, with the understanding that ISK does not use this as an official communication channel. The following guidelines are recommended for all Parent-Initiated WhatsApp groups\*. Any concerns regarding these guidelines should be shared with the Advancement Office.

1. The group should never be used as a platform to air views/grievances regarding a member of the faculty/ staff, child or parent in the class or school. If there are concerns regarding a member of the faculty or staff, or another parent, you are encouraged to direct your communications with that person and not address it to this group.
2. The language used in these groups should be civil, respectful and take into consideration the diversity of the cultures represented at ISK.
3. The group should not be used to post private or confidential messages or express personal opinions or gossip. Any opinions expressed are the opinions of individual members and may not be representative of the whole group, or ISK.
4. When writing, keep in mind that whatever you say on social media may be forwarded to someone else, and in a matter of minutes could spread well beyond your intended audience.
5. When a question is asked to the group, and a personal response is required, please send that person a private message to reduce the amount of text traffic on our phones.

This is a great space to ask questions and find information. Please don't shy away, as together we are better!

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## QUESTIONS:

Please contact the Advancement Office if you have any questions related to our Social Media Guidelines.

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