



BEIJING INTERNATIONAL  
BILINGUAL ACADEMY  
海嘉国际双语学校

## 海嘉社区公约：社交媒体使用及信息传播约定

请同《尊重关系政策》及《行为准则》一起阅读。

该社交媒体公约是海嘉国际双语学校社区所有成员的无需签署公约。

### 1.1 声明

本公约对学校教职工、学生、学生父母/监护人或其他家庭成员以及合作组织等，在使用社交媒体发布评论时做出约定。就本约定而言，社交媒体指的是任何可以进行网络发表、评论和分享观点的平台，包括但不限于博客、社交网站和应用软件，比如微信、微博等。

### 1.2 目的

本公约目的是：

- a) 确保社交媒体的有效使用，确保其符合海嘉的愿景、使命以及尊重、努力、责任和友情的价值观
- b) 鼓励好的言行，提供相应的支持和引导
- c) 为保护其他社区成员，确认使用社交媒体时的个人责任
- d) 强调并最小化使用社交媒体的潜在风险

海嘉致力于提供一个安全的环境，避免所有会被认为是歧视、骚扰、胁迫、恐吓、欺凌和性骚扰等形式的言行。（请查看《尊重关系政策》）



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### 1.3 使用社交媒体的相关约定

所有海嘉社区的成员都是学校的使者，在社交媒体上的言行也将影响公众对学校的印象和评价。因此，海嘉社区全体成员在代表海嘉参与社交媒体活动时，应遵守以下约定。

我们认同：

- 在社交媒体上不发布与讨论海嘉社区成员的个人信息
- 不使用社交媒体攻击、侮辱或诽谤任何海嘉社区成员。

我们致力于：

- 当代表海嘉时，竭力做到专业、公平、透明并且信息传递准确真实。
- 当把学生信息发布在社交媒体之前，周全考虑其个人信息是否会对当事人带来不利影响或者伤害。

为了保护我们的学生，请遵循以下约定：

- a) 请发帖时尽量不使用学生全名
- b) 公布照片时，请避免列出学生姓名，如不可避免请只列其名，不提姓氏
- c) 建议使用班级、年级或者年份来代替学生姓名



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- d) 请不要用学生（员工或家长）的名字标注照片，请删掉被照片发布者标记上名字
- e) 请确保所有的外网链接安全且网页内容妥当
- f) 请不要发布清晰显示家长或老师信息的图片，如车牌号等
- g) 请仅发布有利于提升海嘉的声誉和宣传海嘉文化的图片和内容

社交媒体不该作为抱怨、宣泄、产生问题及制造争端的工具。出现问题并寻求解决的时候，请社区成员使用学校推荐的沟通渠道，即首先与老师或直接相关人员取得联系，必要时联系学部校长，之后再将问题反映给核心管理团队。对于任何涉及攻击、侮辱或诽谤海嘉社区任何成员的负面评论，请报告情况，不要直接回复负面评论。不当的言论及辱骂应被记录并删除。如果社区成员发现有违反以上约定的信息，请立即报告学部校长或核心管理团队。

为保护全体社区成员免于因社交媒体不当使用而造成的后果，作为一个有责任感和正义感的海嘉使者，请遵循以下约定：

- 请互相尊重。
- 请在发贴或评论之前，对要发布的内容做周全考虑：是否真实？是否有所帮助？是否具有启发？是否需要？是否是善意，友好的？是否会对他人带来不良影响？



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- 请留意您发布在个人简介和封面图片的内容对任何人都是可见的。
- 请留意媒体人员可能会截屏并传播所发布的信息作为证据。
- 请保护机密文件和信息。
- 请勿恶意传播与散布海嘉社区成员影像资料。
- 若有关于海嘉及海嘉社区教职工的负面评论，请将其报告给学校相关人员处理。

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## **Community Agreement: Social Media Guidelines and Communication**

**To be read in conjunction with the Respectful Relationships Policy and Code of Conduct.**

**This Community Agreement is an unsigned agreement between all members of the Beijing International Bilingual Academy community.**

Beijing International Bilingual Academy

September, 2018

### **1.1 Statement**

This agreement governs the publication and commentary by employees (Staff), and students, parents/guardians, student's family members, partnered organizations, etc. (Non-Staff Community Members) of Beijing International Bilingual Academy (BIBA) on all social media applications/platforms. For the purposes of this agreement, social media means any facility for online publication and commentary, including but not limited to blogs, social networking sites and applications such as Facebook, WeChat, Twitter, Instagram and YouTube.

### **1.2 Purpose**

The purpose of this agreement is to:

- a) Ensure and promote effective use of social media as per the mission, vision and values of BIBA of Respect, Rigor, Responsibility and Relationship
- b) Encourage good practice and provide support and guidance
- c) Define the responsibilities of individuals for the use of social media for the school's purposes in protecting other community members
- d) Highlight and minimize the potential risks of using social media

BIBA is committed to providing an environment that is free from all forms of discrimination and conduct that can be considered harassment, coercion, intimidation, or bullying, including sexual harassment. (please refer to our Respectful Relationships Policy)



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### 1.3 Social Media Principles and Guidelines

All BIBA community members act as ambassadors of the school and our online activities influence how other community members and the public perceive BIBA. Therefore, it is important that the BIBA Community members, both Staff and Non-Staff, engage in social media on behalf of BIBA adhere to the standards set out in these guidelines.

We agree:

- Not to discuss personal information of Staff and Non-Staff Community Members on social media
- Not to use social media to attack, insult, or defame any Staff or Non-Staff Community Members

We strive to be:

- accurate, fair, transparent and professional when representing BIBA.
- careful when posting student information online to ensure personal information is not unwittingly shared.

The following guidelines will support us in protecting our students:

- Do not use the student's full name in posts
- Avoid naming or listing students in photographs and if giving a student's name is unavoidable or desired, use first names only
- Using the class, group or year name is accepted practice
- Tagging or captioning images with student names (or staff and parent names) should be avoided and any tags applied by a contributor (e.g. a parent tagging their child's photo) should be removed.
- Ensure that all links to external sites are appropriate and safe.
- Avoid posting images that clearly display parent or teacher information such as car number plates, etc.
- Only post images and updates that uphold BIBA's reputation and general culture of BIBA.

Social media is not and should not be used as a medium to air grievances, problems or



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raise issues. Community Members agree to use proper channels of communication established by the School when seeking resolution to a problem or concern (i.e. initial contact with the teacher or person closest to the problem and then, if necessary, forwarding the matter to the Principal and then to the Heads of School). Report any negative comments which attack, insult, or defame towards other BIBA Community Members and do not engage in responses to negative comments. Inappropriate comments or abuse should be recorded and removed. If Staff or Non-Staff Community Members become aware of posts that are in breach of these guidelines, they should inform the principals or heads of school immediately.

We want to keep all Staff and Non-Staff Community Members from any unintended consequences that may result from social media engagement. By following a simple set of guidelines outlined below, you should feel confident that you are acting responsibly as an ambassador of BIBA:

- Be respectful.
- THINK before you post (Is it **T** rue? Is it **H** elpful? Is it **I** nspiring? Is it **N** ecessary? Is it **K** ind?)
- Beware that your profile and cover pictures are viewable to everyone.
- Beware that journalists use print screens of social media posts as evidence.
- Protect information that is confidential.
- Avoid maliciously spreading videos of Staff and Non-Staff Community Members
- Direct all negative social media comments about BIBA, Staff or Non-Staff Community Members to the person who is authorized to respond.



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