



Social media policy

1. Preamble

Our School recognizes that social media is an increasingly pervasive and influential communication tool that has the power to impact the reputation and well-being of our staff, students, and community. In light of this, our School has developed this social media policy to provide clear guidance on the appropriate use of social media by our staff members, and to promote a safe, respectful, and professional online environment for all members of our community.

All EEB3 Colleagues are to remember that **pupils up to and including S3 cannot use any personal mobile device at school**. For pupils for S4 to S7 there are strict instructions on use. Please consult with the [EEBIII Mobile Devices Policy](#) for further information.

Staff using personal mobile devices in front of pupils should also be very limited. Please consult the said policy for further information.

2. Scope and definition of social media

- 2.1 This policy applies to all staff members of the European School of Brussels III, including management team, teachers and administrative personnel. It governs the use of social media both inside and outside the workplace, whether on school equipment or personal devices, and encompasses all social media platforms.
- 2.2 For the purposes of this policy, "social media" is defined as communication through online platforms or services where users share information, ideas, personal messages, and other content, including videos. This includes, among others, Facebook, WhatsApp, Canva, Twitter, Instagram, LinkedIn, YouTube, and blogs.
- 2.3 This policy falls within the framework of the applicable School regulations and laws. In the event of a conflict between this policy and the School's ICT Charter for staff, the latter will supersede.



3. Personal use of social media

Staff members are responsible for their actions whenever they use social media.

Therefore, the following rules apply:

- Staff members are responsible for all their social media content, and they understand that any breach of this policy may have consequences for them and the School. These rules apply regardless of whether the media is accessed using School equipment or personal devices.
- Social media provides no guarantee of privacy, and any content produced may be shared more widely than intended. Staff members must take care not to damage their professional reputation or that of the School by posting inappropriate content.
- Staff members are responsible for configuring and using their personal social media accounts, including determining the level of security and privacy of their content.
- Staff members must not use their professional email address (...@teachers.edu.eurisc.eu or ...@eurisc.eu) to create a social media account for security reasons.

4. Use of social media for pedagogical purposes

- 4.1. Teachers may use content available on social media, such as YouTube videos, in class as part of their lessons and under their supervision. They may also record themselves for a lesson, but the link must be shared through Teams and not their social media account.
- 4.2. Teachers may invite pupils to consult available material online, such as online encyclopedias, as part of their teaching. However, teachers must be mindful not to direct pupils to platforms that they cannot access on their own due to their age when assigning homework or inviting them to consult a website on their own.
- 4.3. Teachers may create a social media account for a class project with the approval of the Deputy Director. If approved, the teacher must follow the guidelines provided by the School DPO.

5. Communicating with pupils and parents

Staff members must establish and maintain appropriate professional boundaries in their relationships with the pupils and their parents. The School interprets these boundaries to mean:



- Teachers should solely use the ICT resources provided by the School (i.e. Microsoft or SMS) to communicate with pupils and/or parents regarding school activities. The use of other social media platforms for educational purposes is strictly prohibited.
- Communication with pupils or parents by email or phone should be restricted to school activities.
- Staff members must not disclose or use personal email addresses or mobile phone numbers with pupils or parents.
- Teachers must avoid interactions with pupils or parents on social media platforms and should reject any online friend requests from them.
- Staff members may have social media contact with pupils, parents, or ex-pupils only in cases where other appropriate relationships exist, such as when the pupil is a family member or a family friend.