



35. Social Media Policy

Executive Principal	
Karyn Walton	
September 2025	
	
Policy Ref:	BIST2025 CI-Vr.2
Next Review Due:	September 2026

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Overview

At the British International School of Tunis (BIST), social media is a powerful tool to communicate our values, achievements and community spirit. This policy establishes clear guidelines for the responsible and professional use of social media in order to protect the school's reputation and safeguard pupils and staff.

Purpose of the Policy

The purpose of this Social Media Policy is to:

- **Promote BIST's image** in line with our mission and values.
- **Safeguard pupils and staff** by ensuring compliance with Child Protection and Data Protection regulations, refer to GDPR and Safeguarding Policies.
- **Ensure professionalism** and consistency across all platforms.

Scope

This policy applies to:

- Official BIST social media accounts (Facebook, Instagram, LinkedIn, YouTube).
- All staff, contractors and representatives who contribute to or manage BIST's social media presence.
- Any online content that references the school, its staff, pupils or community.

Core Principles

1. Safeguarding First

- No pupil faces or personal details (names, addresses, contact details) will be shared without written parental consent.
- All images/videos must be approved by the Executive Principal and comply with safeguarding policy and procedures.

2. Accuracy and Professionalism

- Posts must reflect factual, accurate information about the school.
- The tone should be professional, positive and aligned with BIST's values.
- All posts must avoid political or controversial commentary.

3. Consistency of Brand

- All social media communications should align with BIST's branding guidelines (logo, tone, visuals).
- Posts must highlight academic excellence, inclusivity, well-being and community life.

4. Respect & Confidentiality

- Staff must not share internal discussions, confidential information or images of colleagues without consent.
- Pupils and staff must be represented respectfully, reflecting the professionalism of BIST.

Roles and Responsibilities

● Marketing Department:

- Manage all official social media accounts.
- Send content to the Executive Principal before publication for approval.
- Monitor engagement, comments and messages daily.

● Staff Members:

- Share updates with the Marketing Department for possible publication.
- Report any safeguarding concerns, inappropriate content or unauthorised accounts.

● Leadership Team:

- Oversee policy enforcement.
- Ensure compliance with national and international legislation, ISI standards and safeguarding laws.

Content Guidelines

- **Encouraged Content:**

- Academic achievements, awards and results.
- Extracurricular highlights (Music, Sports, Arts).
- Community events and partnerships.
- Staff and alumni achievements.
- School-wide initiatives

- **Prohibited Content:**

- Photos/videos of pupils without prior authorisation by parents and verification at the Municipality.
- Content that may identify pupils personally (full names, class lists, addresses).
- Political or religious endorsements.
- Negative or controversial statements.

Engagement Rules

- Comments and messages should be acknowledged promptly and courteously.
- Any complaints or sensitive issues raised on social media must be redirected to formal school communication channels.
- Offensive, inappropriate, or abusive comments will be reported, hidden, or removed in line with safeguarding policy and procedures.

Monitoring and Compliance

- The Marketing Department will maintain a regular posting schedule and monitor content performance.
- A quarterly review will be conducted to ensure alignment with ISI inspection readiness.
- Any breach of this policy will be reported to the Leadership Team and may result in disciplinary action.

Conclusion

BIST's social media presence is an extension of our reputation and standards. By following this policy, we ensure that our digital communications remain safe, professional, and aligned with International and National expectations—showcasing BIST as a leading provider of world-class British education in Tunisia.