



TIS Digital Media Policy

Reflecting the times in which we live, TIS encourages staff and students to practice digital literacy. This includes the use of technology to both encourage an eco-friendly environment, and to share and celebrate our academic growth. TIS relies on digital media and an on-line presence to both promote the school and to facilitate growth.

- **Photographs and videos of your child may be taken by TIS staff for use in TIS publications,** TIS websites, Class Dojos, and official TIS social media sites. These materials are used to better inform the community of our learning practices, and to share and celebrate our educational journeys. *The visual nature of this media stimulates our human connection to storytelling, and can thus inspire in students the confidence to become effective communicators.*¹
- **TIS policy prohibits the use of student surnames,** and the use of first names is only rare or incidental. Exceptions to this will always require express parental consent.
- **All TIS social media is passed through a dedicated staff member for vetting and approval,** and this material is only shared by the appointed staff member. *Thus, a clear chain of custody and adherence to our strict privacy guidelines are maintained.*

Class Dojo: As on-line media has come to augment the printed page, Class Dojo acts as an immediate, evolving, organic newsletter with which parents can stay in touch with their children's learning. Class Dojo facilitates the discussion of classroom learning between parents and their children.

- It is a secure, password-protected site
- Access is only able to be granted by the Classroom teacher
- It is made accessible to the students and their legal guardian/s
- It is moderated by the Classroom teacher to include instances of success
- An individual Class Dojo not publically accessible.

For any individual Class Dojo, Images and videos are taken and uploaded by the classroom teacher. No other individual has access to this option. Once images have been uploaded, photos are assumed to be deleted from the teacher's electronic device.

School photography and videography: are usually conducted by two designated staff members. School appointed devices are used for these purposes. Other staff utilize school-issued devices where possible but, in the case of a personal mobile device being employed, once passed to the designated staff member for uploading to an official TIS channel or server/location, images are assumed to be deleted from the personal device.

External Media: In the event of visits from external media organisations (*TV, press, radio*) who may wish to interview students/shoot footage for broadcast/publication, stories featuring students will not be permitted to air without the express permission of the legal guardian/s. In the event of an external media organisation requesting footage from TIS for broadcast or publication, the express permission of legal guardians will be sought.²

¹ In line with our 5-star mission.

² TIS cannot be held responsible for third party re-posting of material originally uploaded to official TIS channels. TIS cannot be held responsible for third party re-posting of any external media organisation's broadcasts.

TIS Opt-Out Policy:

Parents who do not wish their child's image to be used in official print or audio/visual publications, TIS websites and/or online presence may make a written request to the Head of School. As far as is reasonable, that request will be honored. Parents must understand that their child may still be visible in situations in which students are part of a larger group or in the background of an image which is not focused on that particular child.³

With regards to the TIS social media presence, parents are asked to understand that:

- Social media is an organic platform with multiple staff, student and parent users and it is impossible for the school to exercise complete control;
- Social media is embedded in the fabric of modern culture and communication, and TIS acknowledges this reality. TIS does - however - **take child-safety extremely seriously**, and we continue to be aware of on-line issues; being vigilant, aggressive, and proactive in combating such issues.
- Digital media is an important tool to document and develop learning. It is therefore not possible to opt out in the case of class/team activities/group projects/group work which is being shared/celebrated when that opt out would be detrimental to the efforts of other students.
- A parent or student who objects to a particular posting may request its amendment/removal and this request will be honored as efficiently as possible. Similarly, TIS works to correct erroneous postings as quickly as possible. However, TIS cannot guarantee a complete deletion of a digital trace, and cannot be responsible for third party re-posting of material or for material posted by third party accounts.

In relation to visitors or guests - unless explicit instruction to the contrary is received in writing - these same policy guidelines will apply to the aforementioned guests. This includes (but is not limited to) parents, visiting teams, visiting students, conference participants, guest lecturers, prospective students, etc.

Note for Parents and Students:

TIS Parents and other community members are encouraged to share official TIS school stories through their own social media networks. When posting on social media, parents are asked to respect child protective practices by posting sensitively and in a way that preserves anonymity. If necessary, TIS may ask community members to delete and/or retract inappropriate postings, and expect that request to be adhered to as quickly and as reasonably as possible.

Related Social Media:

TIS student groups (such as the Student Council) are encouraged to create and manage their own social media accounts in the name of their school group. As a school-sanctioned group, permission is first needed from the TIS administration, and all account and login information and passwords must be shared with the TIS administration. This allows for administrative oversight, and - as required - allows for smooth transitions from one student to another. As an official school account, any student accounts in the name of TIS must adhere to the TIS Digital Media Policy. Especially relevant is anonymity; student images and names cannot be posted in a way that could identify a student. Furthermore, the student group will be asked to delete any comments or posts that are deemed to violate the spirit of the TIS Digital Media Policy, or deemed to violate the principles of TIS.

³ Examples may include (but are not limited to) whole class/team photographs, general footage of a classroom or classroom event; appearing in the background whilst spectating an event; appearing in the background of an outside excursion or event; appearing incidentally whilst focus is on another student/group.



ADDENDUM

- **Issues of Child Safety will always override and overrule any guidelines in this TIS Digital Media policy document.**
- This TIS Digital Media policy will in no way contravene the agreements as stated in the [Responsible Use of Technology Statement](#).
- TIS Website: <https://www.tisweb.net/>
- TIS Facebook: <https://www.facebook.com/TohokuIS/>
- Instagram: [instagram.com/tohoku_international_school](https://www.instagram.com/tohoku_international_school)