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SOCIAL MEDIA POLICY - HAPPY BY NATURE SCHOOL /  
GANGA VALLEY EDUCATIONAL TRUST

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MARCH 31, 2022

GANGA VALLEY EDUCATIONAL TRUST

## Social Media Policy

Happy By Nature School / Ganga Valley Educational Trust community members use social media platforms to connect with donors, prospective donors, volunteers, students, alumni, prospective and current families among others. This may include promotional materials, fundraising information, educational content, and school activities, amongst others.

The tools we use to do this are Instagram, YouTube, LinkedIn, WhatsApp, Twitter, in addition to our own website. Happy By Nature School takes social media seriously. Faculty, staff, and students are all expected to show respect and to take their own and privacy of others into careful consideration.

## Responding to Comments

The school will respond to all comments — both positive and negative — within 24 hours during the school week, and within 48 hours on the weekend. Only the Head Master and the Trustees will respond to relevant publicly or privately (via a direct message) on a case-by-case basis.

## Privacy Protection

Happy By Nature School / Ganga Valley Educational Trust will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, etc. without noted consent.

Photos of students will not be posted on social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students automatically opt-in. Students, faculty, and staff should similarly respect each other's confidential information in addition to Happy By Nature School / Ganga Valley Educational Trust brand and copyrighted material.

## Expectations Faculty / Staff / Volunteers / Visitors

As a member of the Happy By Nature School / Ganga Valley Educational Trust community, you are expected to act professionally on social media. If you wish to suggest any content of your classes, activities, or in-school interactions to be posted on social media, please send it to [gvet2022@gmail.com](mailto:gvet2022@gmail.com) for review. These will ONLY be posted through Happy By Nature School / Ganga Valley Educational Trust accounts. **Never use photos, videos, digital content of students on your own personal accounts.**

## Posting During a Crisis

In a crisis, faculty or staff member are strongly discouraged from using social media for personal statement or opinion regarding the school policies. Violations will be viewed seriously. Depending on the situation however, social media posts may be shared by the Head Master or Trustees, if needed.

## Expectations from Students

As a student of Happy By Nature School / Ganga Valley Educational Trust, you are welcome to participate in interactions with the school online. You are expected to employ responsible behavior, and any disrespect to the school or to your peers — in addition to posting photos of other students without consent — will result in disciplinary action.