



Engage Empower Inspire

TISA Social Media Regulations & Guidelines

Table of Contents

Introduction	3
Social Media Regulations	3
● TISA Social Media Purpose	3
● TISA Official and Affiliated Social Media Accounts	4
● Conduct Using TISA Official and TISA Affiliated Social Media	4
● Social Media Regulations & Guidelines for All TISA Community Members	5
● Oversight & Content Review of All TISA-related Social Media	6
● Inappropriate Social Media Use Response and Consequences	6
● Legal Disclaimers	6
● TISA Social Media Channels	6
● WhatsApp Groups	7

Introduction

TISA is committed to the constructive use of social media whilst safeguarding individuals and the reputation of the school. TISA Community members use social media platforms for professional, academic, and personal purposes.

This Social Media Regulations document is to be read in conjunction with the following TISA School Policies:

- TISA Code of Professional Conduct & TISA Child Protection Policy
- TISA Parent Student Handbook & TISA Digital Citizenship

This document also aligns with applicable BP Policies.

Social Media Regulations

This document relates to the creation and use of all social media applications/platforms, including the publication of content and comments, by all members of the TISA Community and external organizations/individuals. TISA official and affiliated social media channels are also covered by these regulations.

TISA Social Media Purpose

- Promote effective and innovative use of social media as part of the school's activities
- Define roles and responsibilities for managing social media at TISA
- Safeguard TISA community members
- Highlight and minimize the risks of using social media
- Ensure a representation of the school on social media reflects the TISA Mission
- Ensure users differentiate between social media content posted by TISA and individual users
- Align TISA social media use with existing TISA policies
- Further our TISA Mission to **Engage**, **Empower**, and **Inspire** the TISA Community
- Connect with local and international audiences to foster community and action
- Share TISA stories to celebrate our community and market our school

TISA Official and Affiliated Social Media Accounts

Authorisation is required from the Director to create TISA Official and TISA Affiliated social media accounts.

Staff members should be mindful of their own and the school's professional representation when using any social media.

TISA school-related social media account login information must be shared with TISA Publications/Communications and/or TISA IT Department

TISA school-related social media accounts are continuously moderated

- Use official hashtags provided by the school consistently to ensure that all school-related

content is easily discoverable and connected. e.g. #tisabaku, #tisaengage, #tisaempower, #tisainspire #tisatitans. Hashtags related to # CIS, #IBO and #CEESA are also acceptable.

- Hashtags should be relevant to the content being shared. Avoid using irrelevant or excessive hashtags that do not add value to the post or resonate with the school's mission and values.
- Be mindful of the content associated with hashtags. Ensure that hashtags are used respectfully and responsibly and align with the school's standards of conduct and digital citizenship.
- Encourage the school community to actively engage with official hashtags by using them in their posts related to school events, achievements, and activities. This fosters a sense of community and strengthens the school's online presence.
- Please do not use hashtags which lead to unaffiliated social media sites or pages.

Conduct Using TISA Official and TISA Affiliated Social Media

TISA has a responsibility to uphold the individual privacy of TISA Community members, fostering a culture of accountability and respect toward one another.

Request to Post on TISA Social Media Channels: Requests to post content to TISA Official and Affiliated social media channels must be made to channel owners (i.e., TISA Publishing and TISA staff channel owners). They will determine if the post is appropriate and exercise editorial control over it.

Follow No Photos Lists: To protect students' privacy these are updated by the Admissions Office.

Protect Privacy: It is important to be careful when posting student and staff information online:

- Do not use names in posts, including tagging
 - In exceptional circumstances, a first name may be used with permission
- Using class, group or year group is acceptable
- Avoid posting images that display parent or teacher car number plates
- Ensure that any links to external sites are appropriate and safe.
- Be respectful of controversial issues. Avoid sharing emotionally, religiously, or politically sensitive statements. Please be constructive, and considerate, and do not engage with inappropriate comments.

Present a Positive TISA Image. Social media must not bring TISA or the associated bodies into disrepute. Staff must not represent their personal views as the views of TISA on any social media or web platform.

Post with integrity. All TISA-related social media use must be accurate, fair, transparent and professional.

Report Inappropriate Posts to TISA Publishing/ Communications

Request for Post Removal. Individual members of the TISA community may request a social media post removal from TISA official and affiliated social media channels by contacting TISA Publishing/Communications.

Social Media Regulations & Guidelines for All TISA Community Members

TISA authorisation is not required for TISA Community members to open personal social media accounts and/or to participate in online interactions.

TISA Community members are expected to follow these additional social media guidelines when using personal accounts:

- Be responsible for the content you publish, create, share, like, and comment on. Do not post if the published information may misrepresent you as a person, and/or TISA as a school/community.
- Do not share any official school documentation or data that is not officially posted or made available online – i.e., school documents, password-protected digital data, school emails, etc.
- Be careful when engaging in online discussions about TISA. Identify yourself and your role at TISA. If not an official TISA spokesperson, make it clear that your opinions may differ from those of the school.
- Encourage social media users to raise school-related concerns with TISA directly
- Be honest and respect intellectual property. Take care if posting the copyrighted work of others, and always attribute the source if it is not your original content.

Staff are free to repost official TISA account content on personal accounts.

Be caring. Do not capture and/or share video, audio, or still images without knowledge of the individual(s) in the shared/recorded content of any TISA student, faculty, staff or parent within the school environment.

Be safe. Do not initiate or accept social media requests from current students of any age, or former students under 18. Care should be taken over social media engagement with former students over 18 who have younger siblings at TISA. Care should be taken regarding friend requests from parents of students.

Be focused. Please do not include TISA in any posts that are non-school related. This is especially true for social media that allow you to geo-tag your location. When people search for our school (by name or by hashtag), we want them to find materials related to our academics, athletics and activities programs.

Oversight & Content Review of All TISA-related Social Media

TISA oversees all TISA Official and TISA Affiliated social media channels.

TISA reserves the right to remove inappropriate content from TISA Official and TISA Affiliated social media channels, and to require TISA community members to remove content that is deemed inappropriate or damaging to TISA as a school and school community.

Inappropriate Social Media Use Response and Consequences

Violations of the regulations in this document by TISA Community members will result in the following actions:

- Content Removal.

- Recording inappropriate use of social media in an Incident Log.
- Disciplinary Action may be taken by the TISA School Leadership (see TISA Code of Professional Conduct).
- Legal Action. The School Leadership complies with the laws of the Republic of Azerbaijan which may require the escalation and reporting to law enforcement agencies of incidents which promote illegal products or acts, advocate violence or discrimination, and/or violate the privacy or safety of another person.

Legal Disclaimers

TISA Social Media Regulations comply with the content, requirements, and processes set out in the BP Social Media Policy.

All creation and use of digital social media channels by the TISA Educational Complex will be carried out with prior approval and support from the relevant BP communications team(s).

TISA will not brand its social media channels as BP channels, or use BP logos or trademarks.

Any references to BP on TISA social media channels will only be made with prior approval from the relevant BP communications team(s).

TISA Social Media Channels

TISA School Official Channels (#tisabaku)

Channel	Official Account	Owner
Facebook	The International School of Azerbaijan - TISA	TISA Publications
Facebook	TISA Alumni & Friends	TISA Publications
Instagram	tisa_azerbaijan	TISA Publications
Twitter	TISABaku	TISA Publications
SoundCloud	TISA Music	TISA Publications
LinkedIn	The International School of Azerbaijan	TISA Publications / HR
TISA Website	tisa.az	TISA Publications / IT
YouTube	@tisa-theinternationalschoo771	TISA Publications

TISA Affiliated Social Media Channels

Channel	Affiliated Account Owner
Instagram	TISA Shop Baku PTA
Facebook	TISA Action Network Secondary MYP Service and Projects Coordinator (Rebecca Greenall)
Instagram	TAN Secondary MYP Service and Projects Coordinator (Rebecca Greenall)
Instagram	TISA Library Librarian (Jessica Lind)
Instagram	TISA Student Council Secondary StuCo & Advisor
Instagram	tisagarden Secondary Gardening ASA Sponsor (Alex Johnson)

WhatsApp Groups

The PTA sets up grade-level WhatsApp groups and the whole TISA Community WhatsApp group at the beginning of the school year. The PTA provides QR codes in a welcome letter to parents. A parent representative takes responsibility for leading communication in each grade-level group.

The transportation coordinator sets up WhatsApp groups for parents of students using each school bus. These are used by parents and bus supervisors to communicate important travel information.

All TISA WhatsApp chats are subject to the standards outlined in this social media guideline.