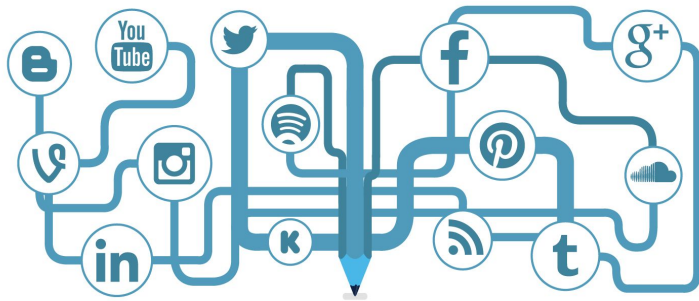


ISC Social Media Policy for employees



In social media, you are always building your image and sending a message.

Be conscious of both.

ISC employees are welcome to express themselves, let their voice shine, and demonstrate their skills and creativity on social media, reflecting our Working on Principles, Mission and Vision statements.

As ISC employees, modeling appropriate behavior on social media will help guide our students on the path to becoming well informed digital citizens. As Social Media can often become a “grey area”, please read below the ISC Social Media Policy for Employees that comes in 3 principles.

Protect the Students

Protect Yourself

Protect the School

Protect the Students:

- Employees will not share photos of students on personal Social Media Accounts (**SMAs**);
- Never post information that could individually identify a student on a SMA;
- Whatsapp groups that include students are allowed to be created only by activity leaders during activities off campus to organize information and share photos with parents. Each group should have two ISC staff minimum in the group. The Whatsapp group shall be deleted when the activity is over by the group admin. No photos of children in swimming attire should be shared at any circumstance.
- On CWW trips (or other overnight trips), one WhatsApp message at the end of the day should be given to the parent group, with up to 5 pictures.

- Any concern about the behaviour of a colleague in relation to contact with children online falls under the expectation of “speak up” and should be shared with the appropriate divisional leader;
- Teachers are prohibited to create WhatsApp or other social media accounts directly with students.

Protect Yourself:

- Based on [ISC's Child Protection Policy](#), employees should never accept a student's invite to connect via personal SMA while they are enrolled at ISC and under 18 years of age;
- Teachers should also ensure that their privacy settings do not allow student to view any inappropriate personal posts which would blur the line between professional and personal information;
- Engagement in private communications with children via text messaging, e-mail, Facebook, Twitter or similar forms of electronic or social media can be done strictly for activities involving school matters;
- Be mindful of your personal and professional digital footprint. Fight the urge to vent out about a frustrating experience, as we often fail to choose the right words and create a clear narrative.

Protect the place you work:

- SMAs on behalf of ISC can only be created with the approval of the Director of Marketing & Advancement or the Marketing & Community Relations Manager;
- As a security measure, please be mindful of not sharing events' or activities' dates, times and venues in which the ISC community gather. Instead use generic words such as “Coming Soon” or share post-event information;
- We ask all teachers to direct students to create Google sites under the @iscbrazil.com domain only.

The Character Principle

Human organizations are dependent on the strengths and dispositions of the stakeholders to achieve impact/success.

As we act with high moral purpose. The school will do the right thing, however difficult.

Violation of terms:

- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take other legal action.
- ISC reserves the right to take legal action in any case where the information posted is offensive to any of our community members, including: students, parents and employees;
- Please be aware that any communication that mentions names or anything that can identify a minor, falls under the Child Protection Laws in Brazil (ECA, art. 100, V);
- The school permits reasonable and appropriate access to personal social media sites during working hours. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.