



At Grey High, we view social media not just as a tool for communication, but as a space where our learners practice their citizenship. This guide outlines how the school uses these platforms and the core principles we instil in our students & the Greater Grey Community to ensure they are **Good Cyber Citizens**.

OUR SCHOOL'S PURPOSE FOR SOCIAL MEDIA

1. Communication	2. Celebration	3. Marketing
School Usage: Urgent updates, important dates, and admin deadlines.	School Usage: Highlighting major academic, cultural, and sports achievements.	School Usage: Showcasing the school's positive culture and standards.
Note to Parents: Please rely on official channels (Engage/Email) for critical info.	Note to Parents: We focus on quality over quantity; not every event is posted.	Note to Parents: This is our public face. All content reflects our school values.

THE T.H.I.N.K. FRAMEWORK

We encourage you to reinforce this filter at home before posting, commenting, or tagging.



- T - THINK:** Does this post truly represent the best version of you?
- H - HELPFUL:** Is your intent to build someone up, or tear them down?
- I - IMPORTANT:** Should this be a private conversation instead of a public comment?
- N - NECESSARY:** Is this a rumour, or is it verified fact from the school?
- K - KIND:** Does your online behaviour meet our in-person standards?

1. The POPI Act (Protection of Personal Information Act)

The **Protection of Personal Information Act** is South Africa's data privacy law. Personal information includes names, photos, contact numbers, and even opinions or rumours.

- The Rule of Consent:** The school requires permission to share a learner's info. Similarly, parents must seek consent from staff or other parents before sharing their details.
- The School's Duty:** We are legally bound to keep information secure and use it strictly for educational purposes.
- Your Duty:** You cannot share another pupil's contact details, private photos, or medical info without express consent from their parents.

WHATSAPP IS SOCIAL MEDIA

CRITICAL REMINDER: WhatsApp groups (class, parent, or sports groups) are social media platforms. They are subject to the **same standards of conduct** as Facebook or Instagram.

Any communication shared on a school-associated group must adhere to the **T.H.I.N.K. principle** and school disciplinary codes. Sharing personal info on WhatsApp constitutes "processing" data and is subject to the **POPI Act**.