



QISS Social Media Guidelines

The growth in social media, especially social networking sites, has created increased opportunity for social communication that will impact QISS. Online collaboration platforms are fundamentally changing the way QISSers work and engage with each other, students, teachers and parents. QISS supports the use of social networking websites, blogs, micro-blogs and other online communications media. And these all referring to ‘Social media’, it is used here to describe dynamic and socially-interactive, networked informational and communication technologies to promote the school to the broadest possible audience.

QISS maintains an official presence on several popular social media tools, including Facebook and Weibo, and members of the school community use social media to stay connected with QISS, alumni connect with one another, communicate about QISS programs and events, share school news and information, and announce activities.

In particular any official QISS social networking site/group must be approved by QISS’s Social Media Overview Group. A central record will be kept of all approved sites. All sites must have a designated administrator who is responsible for the content of the site.



These Guidelines provide general guidance to those who may be unfamiliar with the use of social media at the school. Mostly these guidelines are addressed to employees who use social media as part of their jobs to promote their programs, activities and QISS. It is important to remember when posting on social platforms that you are an official representative of the school. The following guidelines are meant to help us work together to build strong relationships across our online communities:

Think Before You Post.

Be professional about what you send. Keep in mind that content posted on social media can be view broadly- by faculty, students, the news media and other public sectors. For staff using social media as part of their jobs, the same good judgment, common sense, and discretion that apply to using more traditional forms of communication should be followed. Moreover, on social media, users should be guided by a heightened concern for protecting their own reputations, the reputation of the school, and also the reputations of others, such as co-workers and students. If you have questions or concerns about whether it is appropriate to post certain material, speak with the School Development Office before you post.

Plan Ahead and Define Your Purpose.

Take the time to define your audience, create a strategy and set goals within your initiative. Know how to speak with your audience, by



humanizing the QISS brand and showing on social platforms to the public as friendly, creative and innovative.

Be Engaging.

-Academic Purpose. QISS recognizes that social media has the potential to support/ advance learning opportunities.

-Coefficient Purpose. The school will support both internal (within departments) and external (within school) coefficient and recognizes that social media may provide opportunities for people and organizations to work together.

-Communications and External Relations Purpose. The school recognizes the opportunity to communicate with prospective and current customers through social media as part of an integrated marketing strategy.

-Prospective and current students' Purpose. These users, along with other interested groups within QISS are active in social media (eg. setting up blogging and Facebook groups). These give further insight into the needs of its customers.

-Alumni Purpose. QISS recognizes the opportunity to communicate with existing students and alumni through social media to develop an on-going relationship with them.



Develop and Maintain Your Presence.

Social media is about building communities and relationships and having real conversation, which requires more than simply post and send information. Do not be reluctant to change course if you are not achieving your marketing goals. Cross-promote your social media presence in other channels/ materials to link up your social media networks. Once you have established a social media presence, parents, students and others will find you and expect to engage with you via social media. Building a social media presence that you do not maintain will reflect poorly on your department and the school.

Be Accurate and Admit When You Make a Mistake.

Have the correct information about programs and events before you post. If quoting sources, cite and link to them whenever possible. If someone points out a mistake, don't delete and ignore. Acknowledge the mistake and then correct it as quickly as possible, building trust with your community members.

Maintain Confidentiality and Respect Copyright Law.

Staff and students should take effective precautions when utilizing social networking sites to ensure their own personal safety and to protect against identity theft. Also take all the intellectual property rights, copyright and ownership of data into consideration when using social media. Do not discuss confidential or sensitive internal issues online without



authorization. Be conscious of the laws and regulations governing the privacy of student education records, personally identifiable information, and private information about colleagues.

If you have questions or concerns, contact the School Development Department.

Areas of Responsibility

QISS will continually review the use of social media and may modify its policies should the status of particular social media sites change, e.g. terms of use are changed, or if a site closes down. QISS reserves the right to take any necessary steps to protect its facilities, staff and students from malicious software including blocking sites where this is an issue. These guidelines are the responsibility of the Social Media Overview Group, which reports to the school board and all other necessary groups.