

Social Media Advisory and Guidelines.

In a highly-connected lifestyle, being active on social media (SoMe), messenger services and writing blogs is the new normal. Digital platforms offer us an opportunity to be part of larger debates and give us an opportunity to express ourselves freely.

As an organisation DAV respects students' and parent's interests in being an active digital citizen in the public domain. This may include participation in public debates by political and non- governmental organizations, charity work and an active SoMe presence on platforms such as Facebook, LinkedIn, Twitter, blogging, etc. However, it is important that those who participate in any such activity make sure that they clearly distinguish between their role as a private citizen and that as a community member of DLDV Pitampura, ND Block.

Many of us perceive SoMe as part of our private lives but even private profiles are available for public viewing, and so are many of our activities, views and expressions. This makes it all the more difficult to have a clear distinction between your private voice in social media and your role as a member of DAV family.

In view of the sensitivities involved around comments, information and messaging being shared on digital and social platforms, we would urge you to follow few simple guidelines while expressing yourself in any online medium. We sincerely hope that following these would help all of us to manage our SoMe presence better.

1. Clearly distinguish between your private voice in social media and as a member of DAV community.
2. We expect DAV teachers, staff, parents, students to be loyal to the ethos and culture of the organization , and not intentionally cause damage to the reputation of DAV or any person related to the organization through tweets, retweets, messages, comments, blogs or sharing of news/information.
3. Do not publish any content/article/blog on an online platform that can be potentially construed as defamatory or slanderous to DAV teachers, staff, parents and students even if the post has happened from your personal account.
4. Sensitive data or information that could potentially damage or cause harm to the institution or any person related to it should not be disclosed or shared on any social platforms including Whatsapp.
5. Parents, students, staff and teachers on social media should make a statement/disclaimer on their social assets clearly communicating about their association with the school.
6. You should not click photographs, make videos or record any conversation or share the said content or post it online on social platforms without prior approval of concerned stakeholders.
7. Please check facts and figures before posting or sharing any content online.
8. Please check that the content being shared is not defamatory or derogatory to an individual or any community based on caste, gender or religion.
9. **Any post or content on social media that harms or brings disrepute to the image of DAV organization or any other person related to the institution will be liable for legal action.**

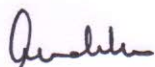
Any query or clarification related to external communications, especially on social media and digital platforms, can be addressed to

cybercellldavpp1@gmail.com for classes IV to VI

cybercellldavpp2@gmail.com for classes VII to IX

cybercellldavpp3@gmail.com for classes X to XII

cybercellldavpp4@gmail.com for classes LKG to III



Mrs Anita Wadehra
Principal

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