



### Social Media-Guides

One class member from each year group can become a social media guide. They maintain and moderate the Instagram and Facebook page and are responsible for timely responses to questions. They can be contacted at any time via the e-mail address [socialmedia@dmsb-bs.de](mailto:socialmedia@dmsb-bs.de).

# SOCIAL MEDIA GUIDELINES

### Why Social Media Guidelines?

Facebook, X (formerly Twitter), YouTube, Xing, Instagram and all the other Web 2.0 applications are more popular than ever, especially among young people. There is no faster way to share information and opinions - and that is precisely where the danger lies. A very old adage also applies in social media: if you write, you will be remembered. Blessed are those who think before they press the enter key.

For the DMSB and its students, it is important that all these rules are read and heeded. We do not want to erect any barriers, but to minimize risks instead. That is in your interests and ours.

The Principal's Office

## Which services are covered by these guidelines?

The DMSB itself is active on Instagram and Facebook. Please do not create DMSB channels, video pages and similar on your own initiative and without consulting the Principal's Office first.

## Speak about, but not on behalf of, the DMSB

The following applies to all posts: take a stand, name names, distinguish your own opinion from others'. Apart from the officially mandated social media spokespeople, students and teachers act as private individuals.

## Interaction

Communities depend on the participation of their members. We are therefore pleased about all current and former DMSB students who participate in discussions on the DMSB's Instagram and Facebook page. By making quality contributions to the DMSB, they bolster their own reputation and that of the DMSB.

## Respect

Even if opinions happen to differ: treat each other with respect. Arguments on the social web are visible for all to see and should be conducted at a purely factual level. Separate facts from your own personal opinions and flag what is what. Take criticism seriously and not personally. Confidential information should also remain confidential.

## Transparency

Disclose sources in your posts, and name the authors. Social media depends on cross-linking and networking - but to assess the value of information, the reader needs to know the source. That makes your contributions more credible.

## Manners

To avoid misunderstandings, don't upload ironic posts. Basically, politeness and friendliness also go down well on the Internet. The virtual personality shapes the opinion of others about the „real“ person and reflects on them.

## Respect copyright

The rights of third parties must be respected, especially in the case of images, audio and video recordings. Respect people's right to their own image and copyright, as well as heed any other guidelines of the relevant platform. Pictures taken during company visits and field trips, where production sites are photographed, require the consent of the company concerned.

## Privacy is sacrosanct

The personal data of others (such as dates of birth) do not belong under any circumstances on the social web. Everyone must be allowed to decide for themselves what they wish to publish. Pay attention to your own data protection settings - portals are inquisitive and soak up every piece of information they can get.

## Keyword: IT Security

Criminals love social networks. Remain wary of contact requests and when issuing personal information. Passwords should only be used for one network - and be more secure than qwert123!

## Advertising and advertorials...

...are not welcome.

